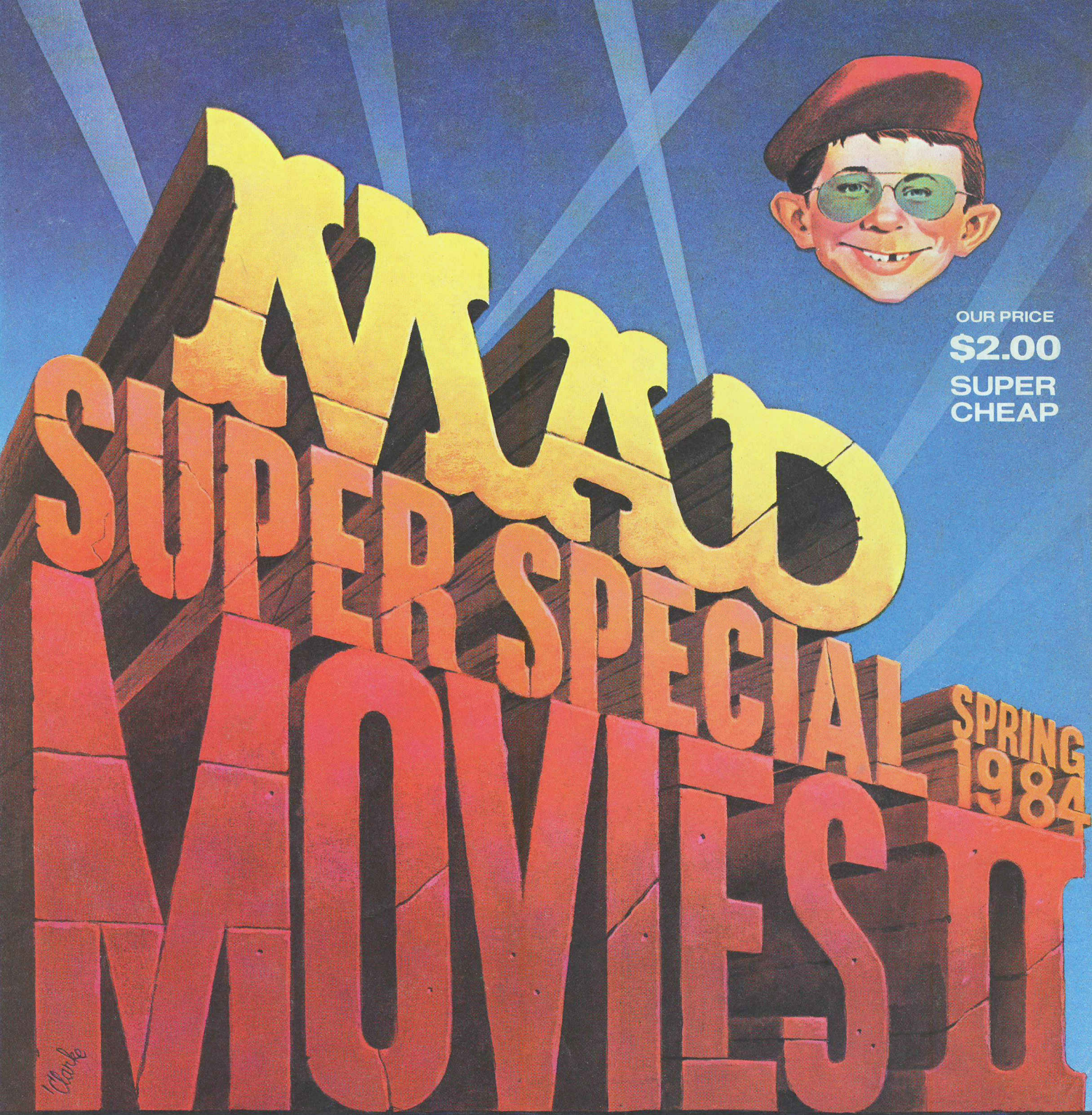
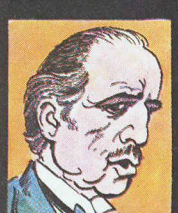
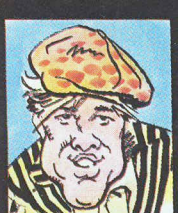


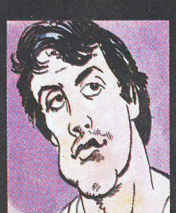
A 100-PAGE LOOK AT HOLLYWOOD FROM PAST ISSUES... STARRING



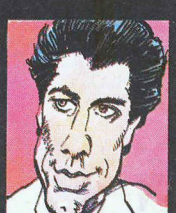
MARLON BRANDO



ROBERT REDFORD



SYLVESTER STALLONE



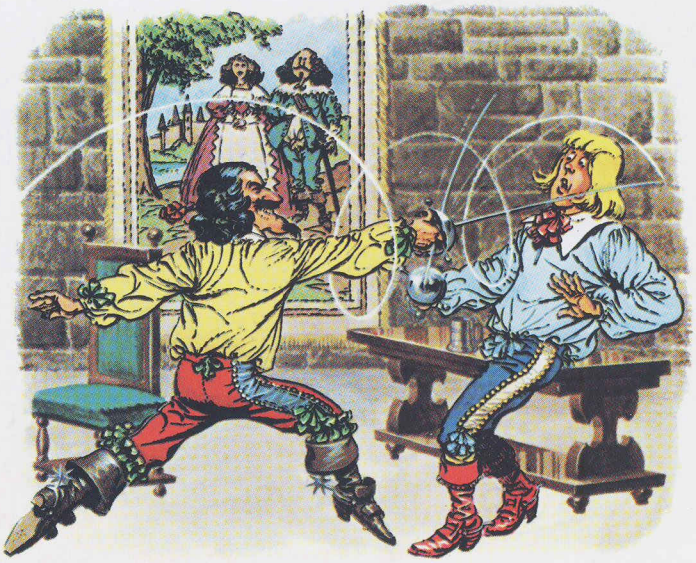
JOHN TRAVOLTA

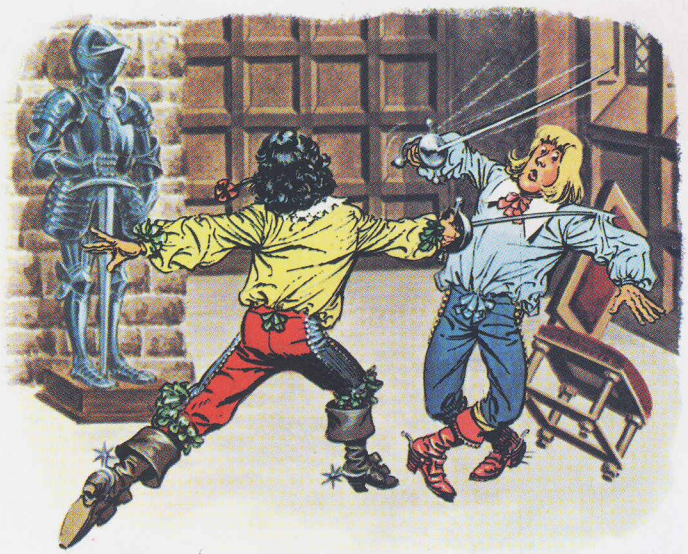
CHRISTOPHER REEVE

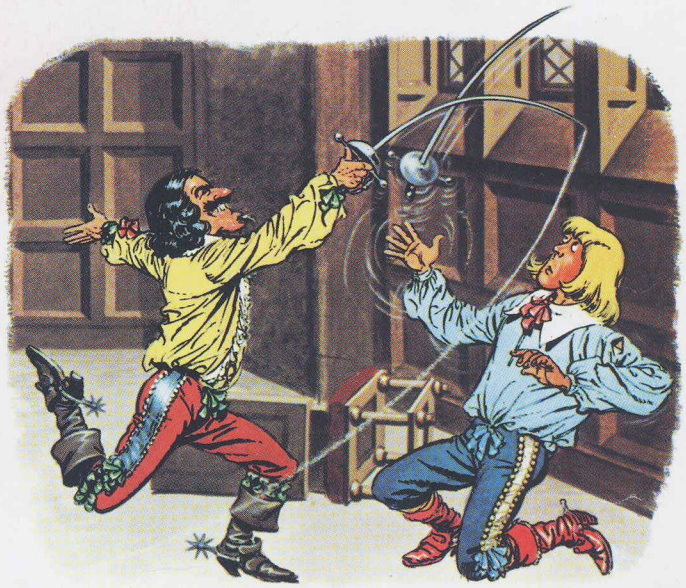
PAUL NEWMAN

...AND RICH LITTLE AS THE UPC SYMBOL

A MOVIE SCENE WE'D LIKE TO SEE

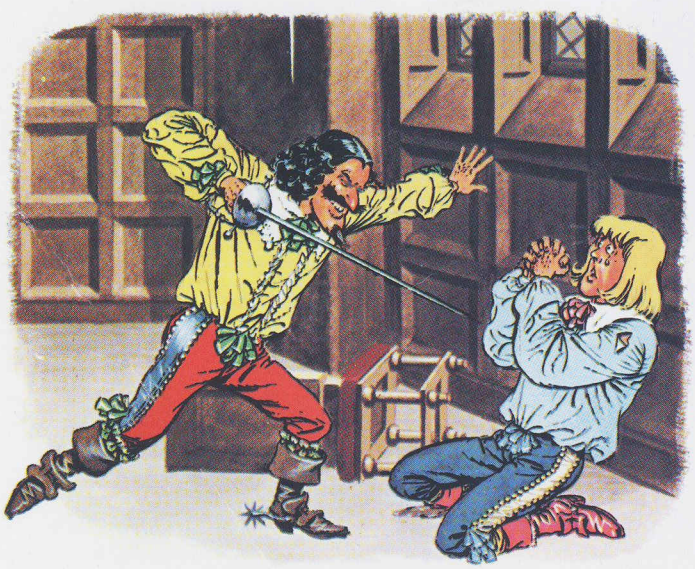






ARTIST: GEORGE WOODBRIDGE

WRITER: AL JAFFEE



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SUPER SPECIAL Number 46

MOVIES II

Spring 1984

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the usual gang of idiots

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**Various Places Around The Magazine

THE FAMILY THAT PREYS TOGETHER SLAYS TOGETHER DEPT.

Hey, Gang! Tired of all the garbage they're showing on motion picture screens lately? Well, here's a "Family" film for a change! And now, meet the "Family":

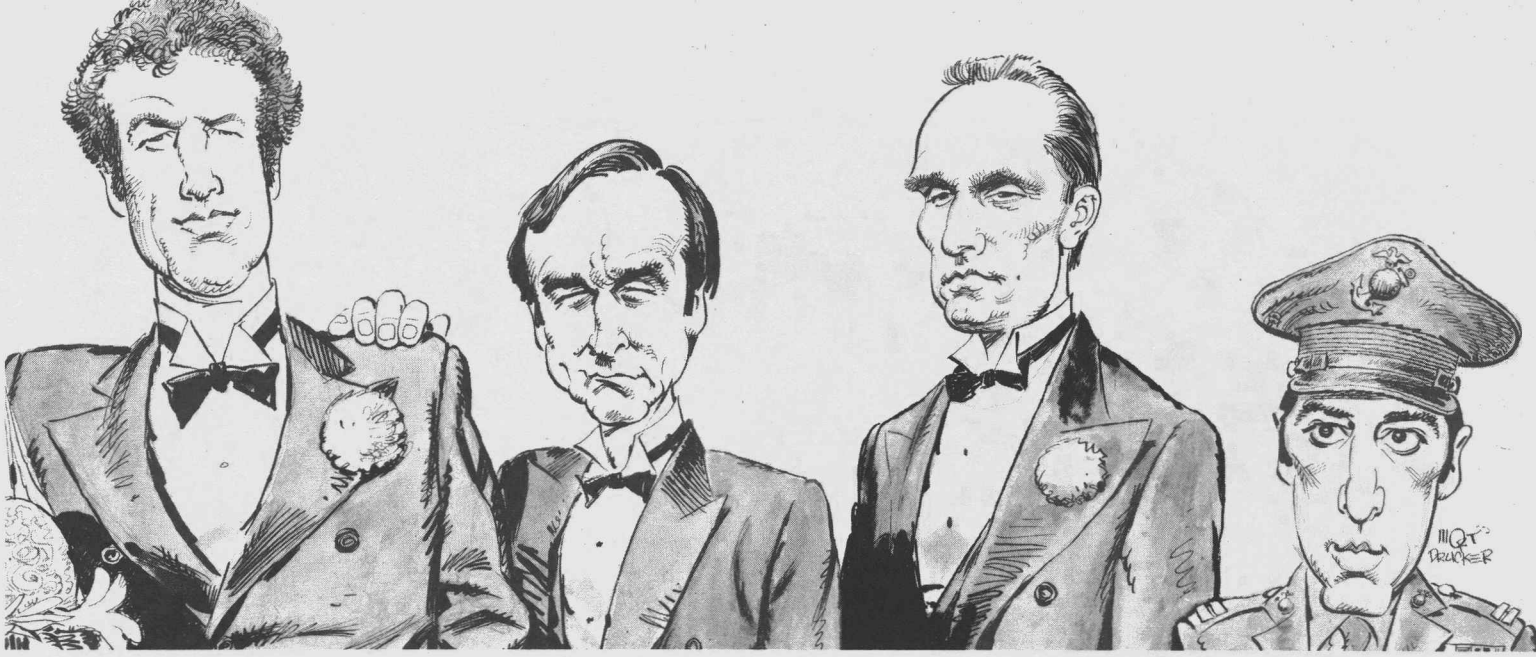
This is Don Vino Minestrone. Not too long ago, he was just a poor immigrant from Sicily. Now he's a leading racketeer, extortionist and killer. How did Don Vino get where he is today? By putting his faith in The American Way of Life.

Here's Mama Minestrone, a typical lovable Sicilian housewife. It seems like only yesterday at another wedding that Mama herself said, "I do!" Come to think of it, that was the last time she opened her mouth.

This is Don Vino's daughter, Canny, and her bridegroom, Carly. Such a nice couple. Everyone is saying that Don Vino is not really losing a daughter. No, actually, in this kind of Family, he'll probably lose a Son-in-law.

And so, with such a strange family and such weird children,

THE ODD



This is Sinny Minestrone, the Don's eldest son. He's next in line, and it's only a matter of time before he gets the Family business. That is, of course, unless a rival Family decides to give him the business first.

This is the Don's second son, Freako. He's a sad, gentle soul. He cries at weddings and all kinds of Family crises. But he can also be a barrel of laughs. Just catch him at a funeral some time.

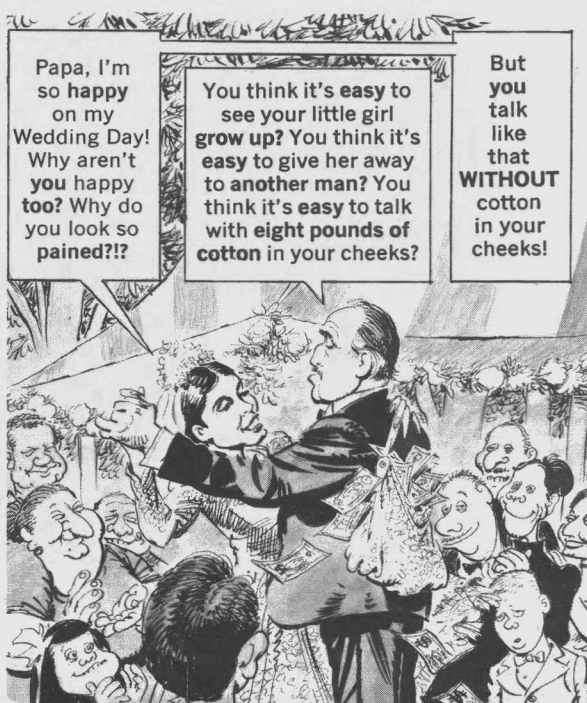
This is Tim Haven, the Don's adopted son. He's shrewd and smart. All his life, he dreamed of being a criminal lawyer. But he only finished half of his education —the "criminal" part.

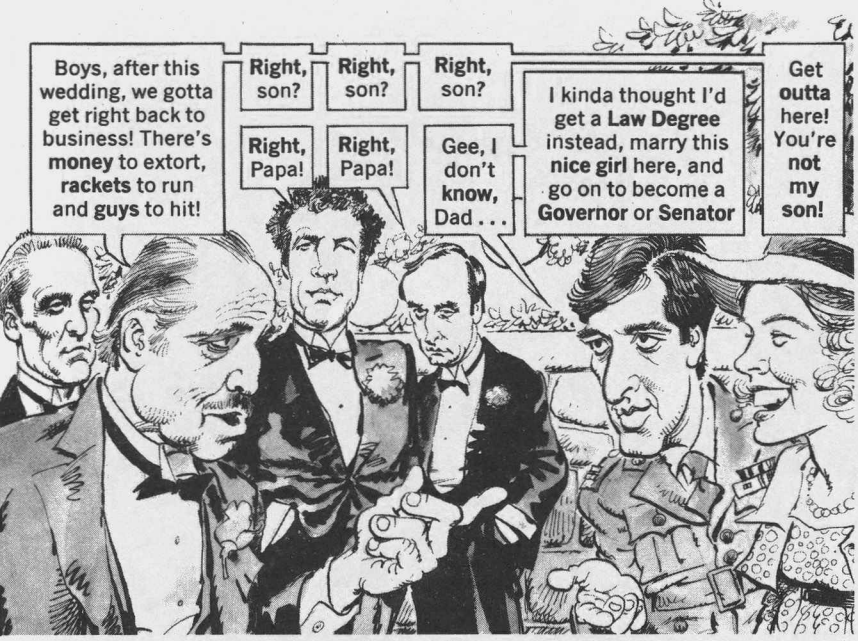
And this is Micrin, the Don's youngest son. He's a college graduate, a veteran war hero, an honest law-abiding citizen —and a disgrace to the entire Family.

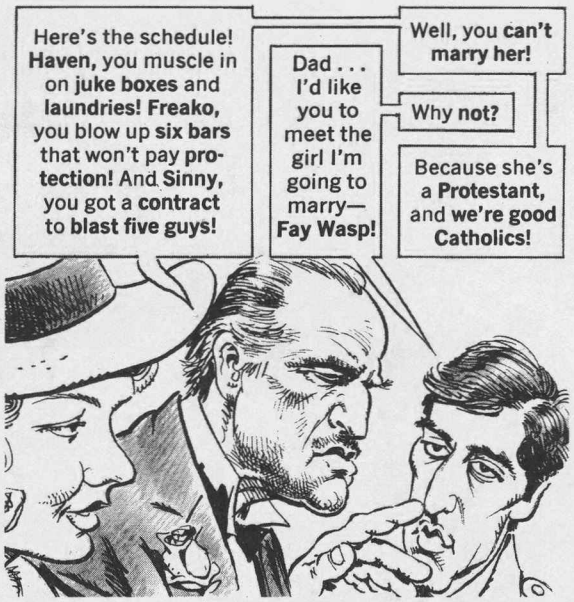
it's easy to see why Don Vino Minestrone is known as...

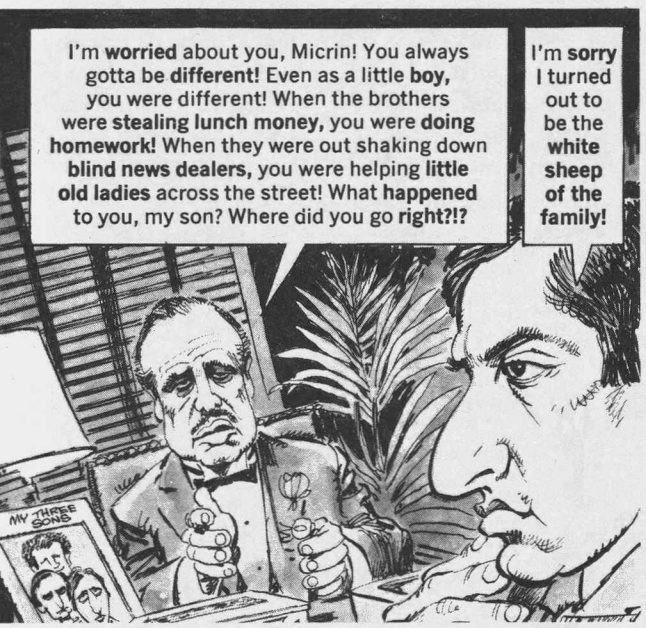
FATHER

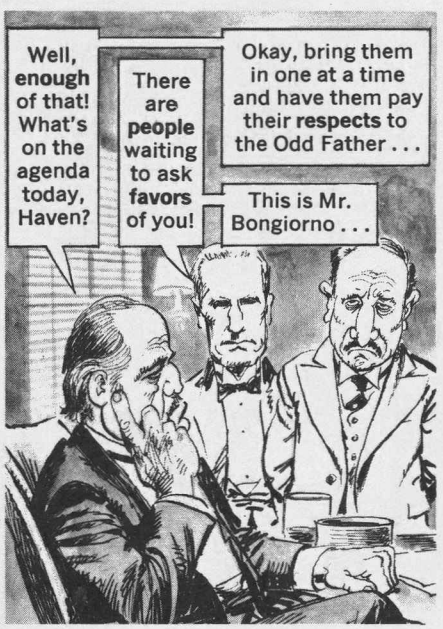
ARTIST: MORT DRUCKER
WRITER: LARRY SIEGEL




Boys, after this wedding, we gotta get right back to business! There's **money** to extort, **rackets** to run and **guys** to hit!
Right, son?
Right, son?
Right, son?
Right, Papa!
Right, Papa!
Gee, I don't **know,** Dad . . .
I kinda thought I'd get a **Law Degree** instead, marry this **nice girl** here, and go on to become a **Governor** or **Senator**
Get **outta** here! You're **not my son!**

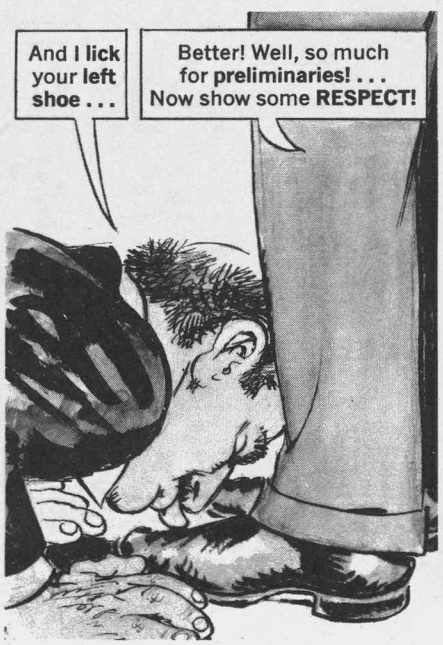

Here's the schedule! **Haven,** you muscle in on **juke boxes** and **laundries! Freako,** you blow up **six bars** that won't pay **protection!** And **Sinny,** you got a **contract** to **blast five guys!**
Dad . . . I'd like you to meet the girl I'm going to marry—**Fay Wasp!**
Well, you **can't marry her!**
Why **not?**
Because she's a **Protestant,** and **we're good Catholics!**


I'm **worried** about you, Micrin! You always gotta be **different!** Even as a little **boy,** you were different! When the brothers were **stealing lunch money,** you were **doing homework!** When they were out shaking down **blind news dealers,** you were helping **little old ladies** across the street! What **happened** to you, my son? Where did you go **right?!?**
I'm **sorry** I turned out to be the **white sheep of the family!**
MY THREE SONS


Well, **enough** of that! What's on the agenda today, Haven?
There are **people** waiting to ask **favors** of you!
Okay, bring them in one at a time and have them pay their **respects** to the Odd Father . . .
This is Mr. Bongiorno . . .

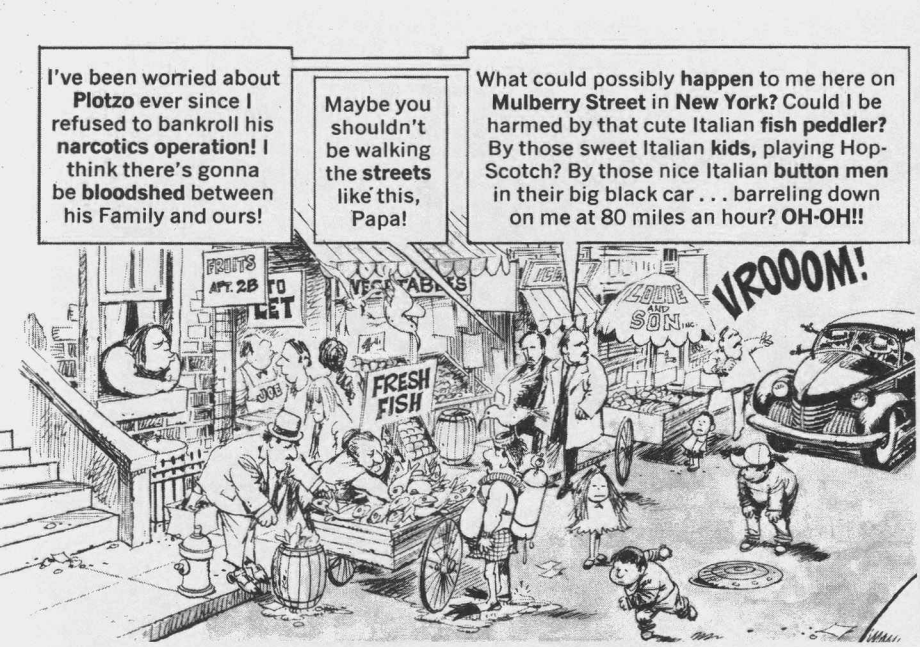
Don Minestrone, I **kneel** and **kiss your ring . . .**
So far . . . so good!

And I **grovel** at your **feet . . .**
Not bad!

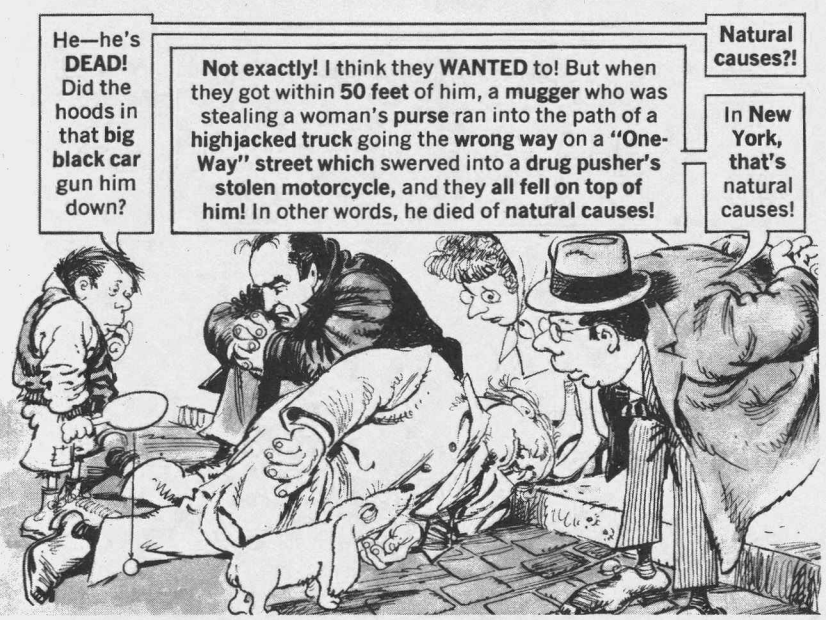

And I **lick** your **left shoe . . .**
Better! Well, so much for **preliminaries! . . .** Now show some **RESPECT!**

Oh, dear and illustrious Odd Father, Manipulator of World Governments! Most exalted of personages! Hallowed be Thy name! For Thine is the Kingdom—and the Power—and the Glory . . . Forever! **A—men!!**
Beautiful! Now what can I **do** for you on this holy occasion?
I want you to rub out **two %$#@&* finks!**

DONE!!
Oh, Don Minestrone! How can I ever thank you?
Please don't try! Only swear to me on your Mother's grave that when I ask YOU for a favor, you will grant it!
My Mother's GRAVE?!? But, my Mother isn't DEAD yet!!
Just remember that when I ask you for a favor!
Now crawl out of here! Others are waiting!
Number 2? Who's got Number 2?
Pop, this is Ronnie Fonatra!
Sa-anta Lu-ucia! Saan-ta Lu-ciiia!
CHIING!
2
It's a miracle! A miracle!
What's a miracle, Pop?
I have just met the only Italian in the world who can't sing!
What can I do for you?
There's a great part in a new movie that I want very badly, but the Producer won't give it to me!
Haven, tell the Producer to give Mr. Fonatra the part, or I'll break his back!
Oh, thank you, Odd Father!
Sa-anta Lu-ucia!
Haven, tell Mr. Fonatra to stop singing, or I'll break his mouth!
Ronnie Fonatra says that you promised him a part in your new picture!
He's lying! And it's my word against his! So . . . what are you going to do about it?
Well, Mr. Woltz . . . we have three courses of action! We can take you to court, we can bring you up on charges at the Screen Actors Guild, or we can cut off your horse's head and dump it in your bed some night!
Okay! Just don't try anything funny!
WOLTZ
STABL
WOLTZ STUDIO
Huh? Is it morning, already? Hey, what are YOU doing in my bedroom? Oh-oh! Wh-what's this I feel under the sheets?
Oh, no! You—you wouldn't DARE do that! I don't BELIEVE it!!
I can't look! No, I gotta look . . .
Oh, my God! You DID it! You—Wait a minute! Didn't you say a horse's HEAD?!?
That's right! But on second thought, since you're a Hollywood Producer, we thought this would be more appropriate!

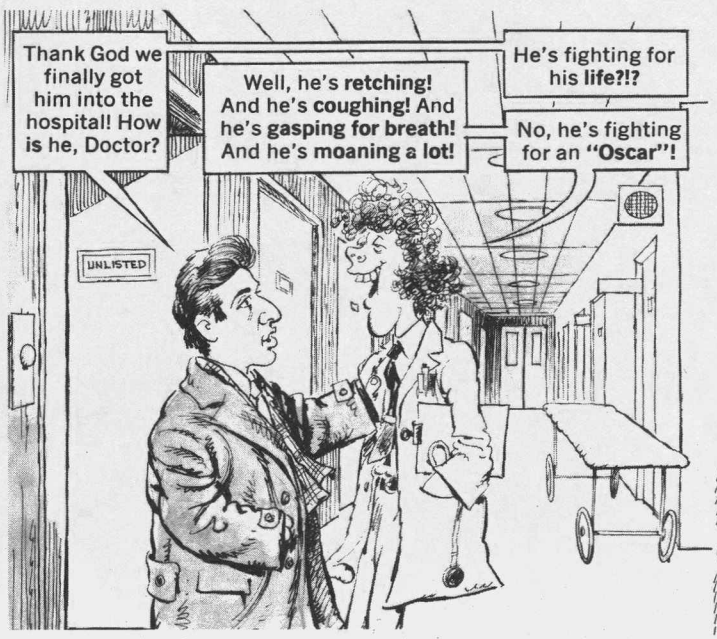

I've been worried about **Plotzo** ever since I refused to bankroll his **narcotics operation!** I think there's gonna be **bloodshed** between his Family and ours!
Maybe you shouldn't be walking the **streets** like this, Papa!
What could possibly **happen** to me here on **Mulberry Street** in **New York?** Could I be harmed by that cute Italian **fish peddler?** By those sweet Italian **kids,** playing Hop-Scotch? By those nice Italian **button men** in their big black car . . . barreling down on me at 80 miles an hour? **OH-OH!!**
VROOOM!
FRUITS
APT. 2B
VEGETABLES
FRESH FISH
COLLINS AND SON INC.

BLAM!
BLAM!
RAT-TAT-TAT--
UGH...
CRASH
GASP!
SCREEECH!
VROOOM!
EEEK!
HOLY COW!

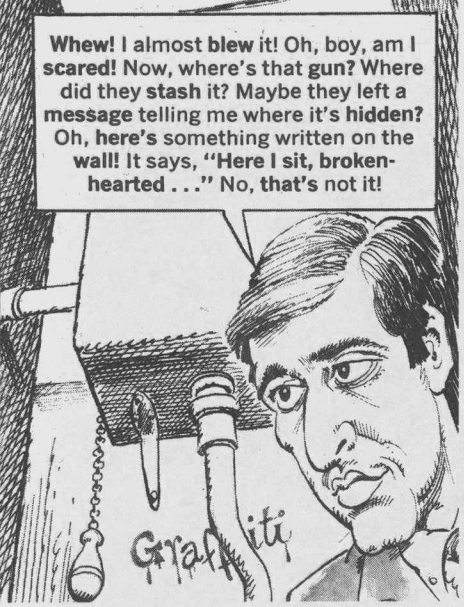

He—he's **DEAD!** Did the hoods in that **big black car** gun him down?
Not exactly! I think they **WANTED** to! But when they got within **50 feet** of him, a **mugger** who was stealing a woman's **purse** ran into the path of a **highjacked truck** going the **wrong way** on a **"One-Way" street which** swerved into a **drug pusher's stolen motorcycle,** and they **all fell on top of him!** In other words, he died of **natural causes!**
Natural causes?!
In **New York, that's** natural causes!

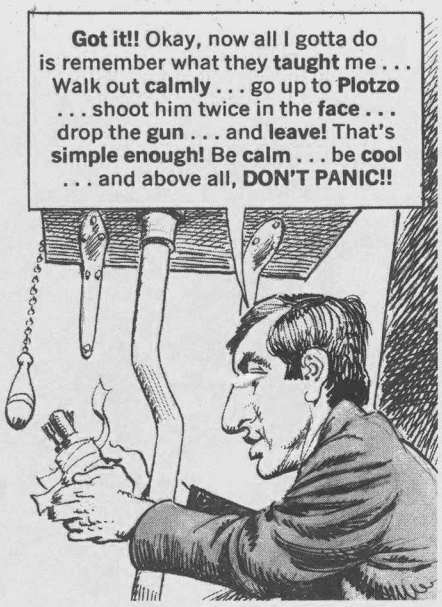
Hey, **wait** a minute! He's **NOT** dead **after all!** He's trying to **speak!**
What's he **saying?**
It's hard to **tell!** He's **hurt** so bad, he's talking through his **nose!**
I got **news** for you! He talks like that when he's **NOT** hurt, **too!**

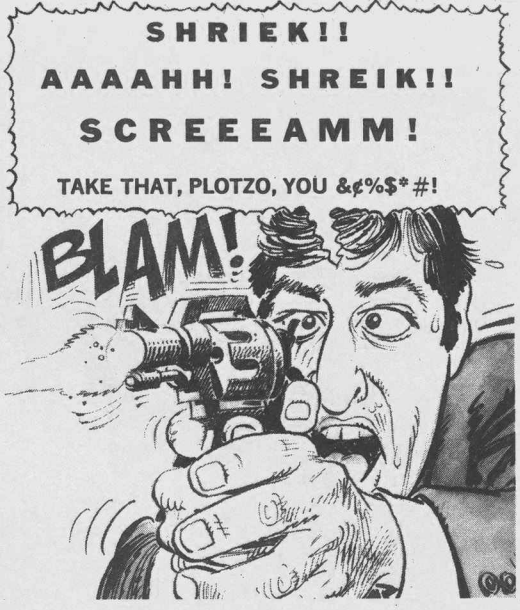
What **is** it, Micrin?
I just got **bad news!** My Father **is badly hurt!** He's been lying in the street for **three days!**
Why don't they put him in the **hospital?**
He won't tell them his **Blue Cross number!**
I've heard of the Mafia **keeping secrets,** but that's **ridiculous!**

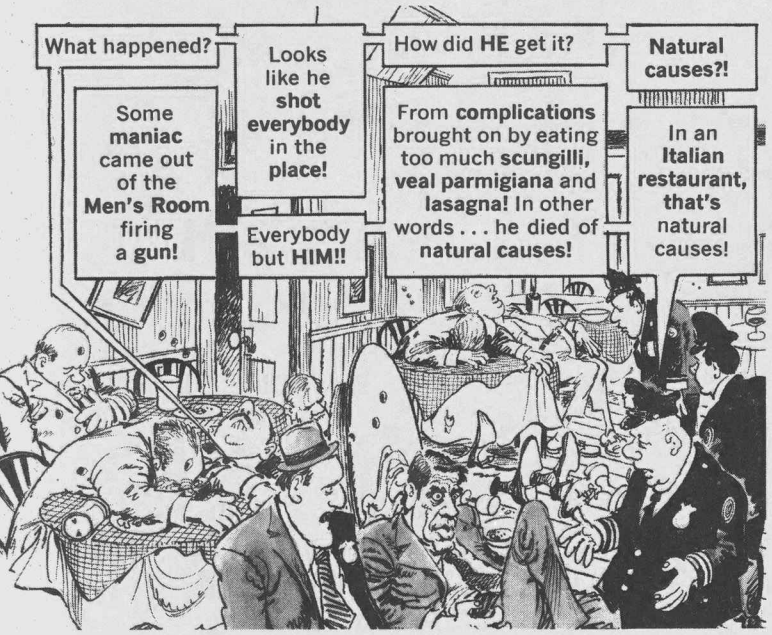

Thank God we finally got him into the hospital! How **is** he, Doctor?
Well, he's **retching!** And he's **coughing!** And he's **gasping for breath!** And he's **moaning a lot!**
He's fighting for his **life?!?**
No, he's fighting for an **"Oscar"!**
UNLISTED

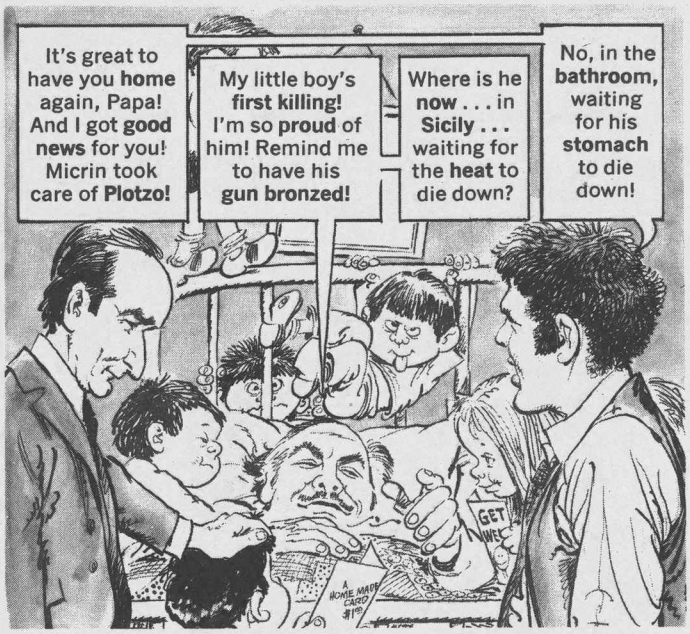
It's me! Micrin!
H-How've you been, son?
Fine, Papa! I'm engaged to a swell girl, I'm tops in my class at Law School and in my spare time, I work for the American Cancer Society!
I'm sorry I asked!
we miss you odd father
GET BETTER
GET WELL GRAN PA! WE MISS YOU
Pop, don't start up again! I mean, just because I believe in Law and Order . . .
Get out of here with your dirty mouth!
But, Pa!
Get this stranger out! Bring me a SON!!
Papa, sometimes you get me so angry, it scares me! I'm scared that I won't be able to control myself! Because you know what I feel like doing right now? I feel like killing you! Isn't that terrible?!? I feel like killing my OWN FATHER!!
Hey, my boy's gonna be all right after all! He's gonna be ALL RIGHT!!
GET WELL from the FAMILY
Micrin, with Pop in the hospital, and this gang war going on, we need you! It's time you joined the Family business!
But, Sinny! I have greater aspirations! I'm going to be a Governor or a Senator!
Listen, kid! If you wanna be a BIG-TIME CRIMINAL . . . like a Governor or a Senator, you gotta start at the bottom and work yourself up! And there's no place like right here!
Now your first job is to avenge Papa! We arrange a peace talk, and you meet Plotzo in Luigi's Restaurant! You go to the Men's Room and you pick up the gun that we've stashed there! Then you go back and you let Plotzo have it in the face! Cadenza, teach the kid how to shoot!
You don't have to teach me how to shoot! I'm a war hero! All I need is a little brushing up with some target practice!
Okay! Cadenza, take four of our boys and kidnap a few members of the Fazoola Family! We need some targets!
WHY IS SINNY SO HOSTILE?
HE REALLY WANTED TO PLAY MICRIN!
C'mon! This is no time to quit! This is an important job! What happened to him?
We been practicing all day and the poor kid fainted! He ain't had nothing to eat for three minutes!
Three minutes?
That's a long time for an Italian!
Throw some cold water and veal scallopine in his face, and get him over to Luigi's Restaurant! Plotzo is waiting for him!
So, anyway, the way I see it, Micrin . . . if your Family wants to stay healthy, you and Sinny better come in on this narcotics deal, and— Hey! What's the matter with you? You look nervous!
Me?!? No, no! I'm not Plotzo, Mr. Nervous! I mean—
Well, what's with you? Now, where are you going?
I'll be right back! I just gotta go to the Men's Room to take a pistol— I mean . . .
EXIT
FAMILY RESTAURANT

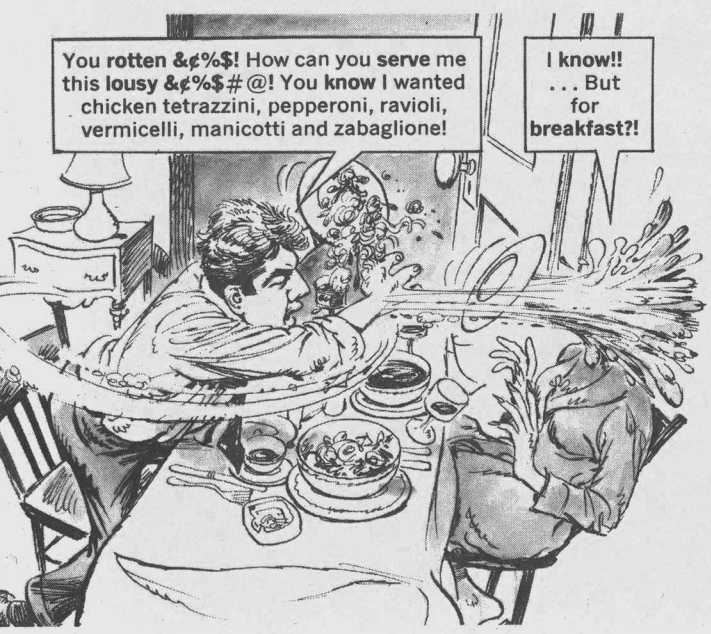

Whew! I almost blew it! Oh, boy, am I scared! Now, where's that gun? Where did they stash it? Maybe they left a message telling me where it's hidden? Oh, here's something written on the wall! It says, "Here I sit, broken-hearted . . ." No, that's not it!
Graffiti

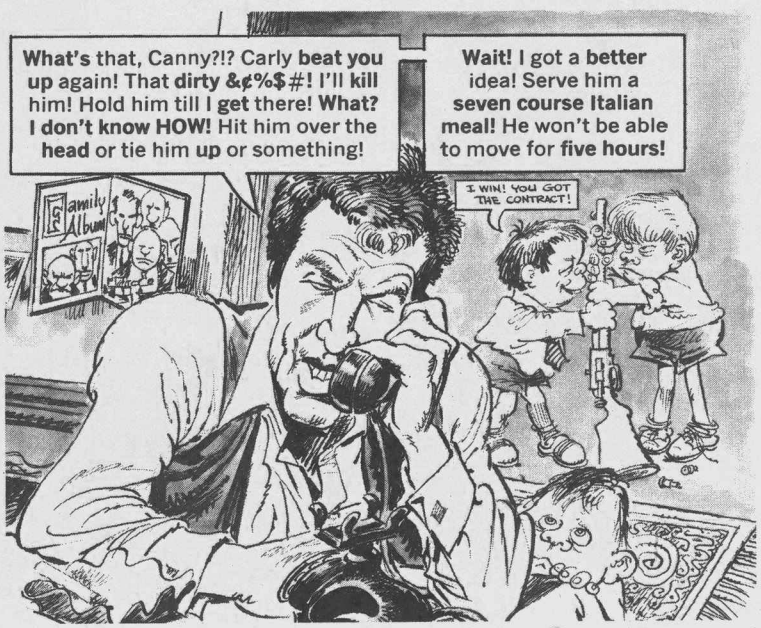

Got it!! Okay, now all I gotta do is remember what they taught me . . . Walk out calmly . . . go up to Plotzo . . . shoot him twice in the face . . . drop the gun . . . and leave! That's simple enough! Be calm . . . be cool . . . and above all, DON'T PANIC!!


SHRIEK!!
AAAAHH! SHREIK!!
SCREEEAMM!
TAKE THAT, PLOTZO, YOU &¢%$*#!
BLAM!


What happened?
Some maniac came out of the Men's Room firing a gun!
Looks like he shot everybody in the place!
Everybody but HIM!!
How did HE get it?
From complications brought on by eating too much scungilli, veal parmigiana and lasagna! In other words . . . he died of natural causes!
Natural causes?!
In an Italian restaurant, that's natural causes!


It's great to have you home again, Papa! And I got good news for you! Micrin took care of Plotzo!
My little boy's first killing! I'm so proud of him! Remind me to have his gun bronzed!
Where is he now . . . in Sicily . . . waiting for the heat to die down?
No, in the bathroom, waiting for his stomach to die down!
GET WELL
A HOME MADE CARD


You rotten &¢%$! How can you serve me this lousy &¢%$#@! You know I wanted chicken tetrazzini, pepperoni, ravioli, vermicelli, manicotti and zabaglione!
I know!! . . . But for breakfast?!

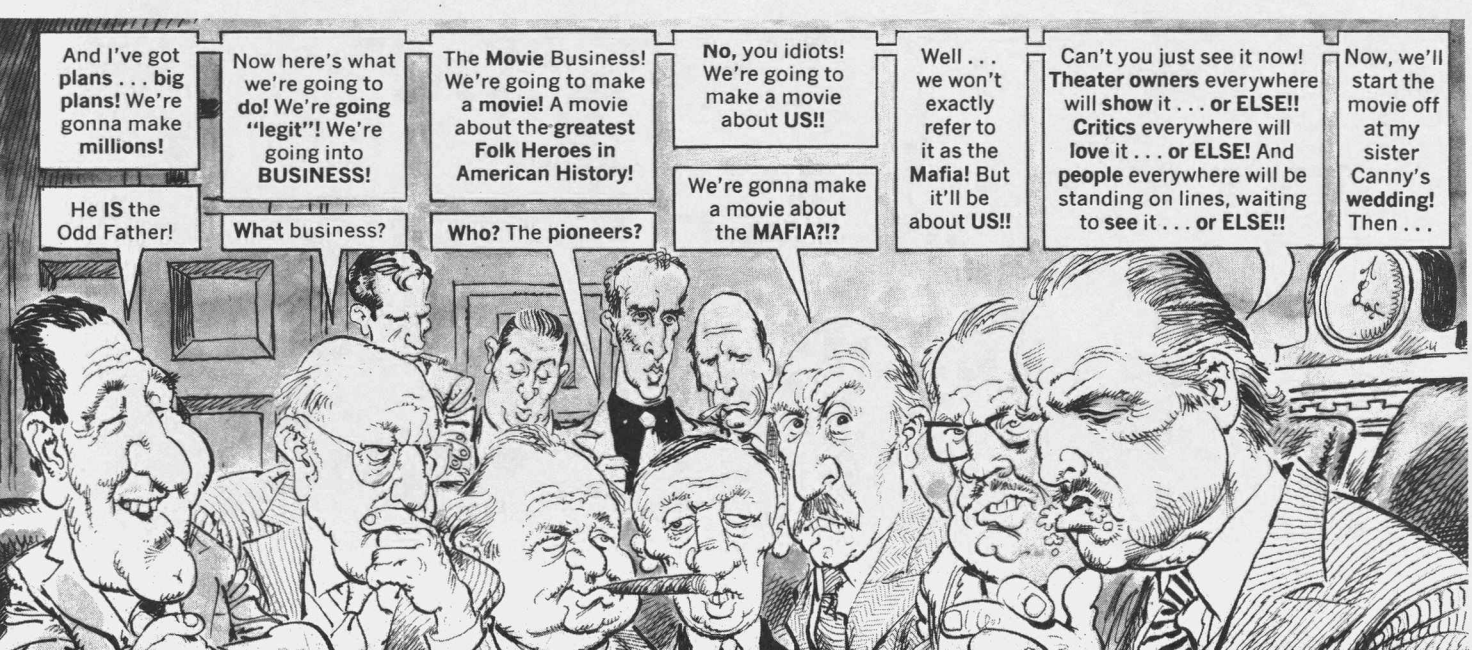

What's that, Canny?!? Carly beat you up again! That dirty &¢%$#! I'll kill him! Hold him till I get there! What? I don't know HOW! Hit him over the head or tie him up or something!
Wait! I got a better idea! Serve him a seven course Italian meal! He won't be able to move for five hours!
Family Album
I WIN! YOU GOT THE CONTRACT!

TRAINING CAMP

Why are we following Sinny . . . ?
Don Minestrone suspects Carly is working for **Linguini,** and may be setting Sinny up! So we gotta **protect** him and . . . **Oh-oh!! TOO LATE!!**
RAT TAT TAT BLAM BLAM
TOLL BOOTH
Poor Sinny! Papa **knew** it would happen to him one of these days! Papa **warned** him **so many times!**
You mean the Don was **right?!?** Those were **Linguini's men** in **disguise?!?**
No, they were **real Toll Collectors!** If Papa told him **once,** he told him a **thousand times** . . . Never go up to a **toll booth** with a **twenty dollar bill!**
I've called this meeting of the heads of all the Families because my **heart** is **broken!** My son, **Sinny,** is **dead,** and my boy, **Micrin** has been in **exile** in the **bathroom** for six months!
Gentlemen, never before have so many **great** and **important people** assembled together in **one room!** Between us, we control all of the nation's **gambling, prostitution** and **narcotics traffic!** In short . . . without **US,** this whole country would come to a **standstill!**
Well, I say it's time to get this country **moving** again! This war must **end!** We must **stop destroying each other!**
Instead, we must start destroying those **plain, ordinary citizens** again . . . **like** normal American **businessmen!** Agreed . . . ?
Agreed!
Agreed!!
Okay!
Very good! Then let's **seal** this sacred agreement in our **usual way!**
TATTAGLIA FAMILY TERRITORY
LINGUINI FAMILY TERRITO
MINESTI FAMILY TERRITO
PALERMO CIGARS
I'm **new** in this outfit! **Why** is **Don Minestrone kissing** all the **men?**
It's a Sicilian gesture of **friendship!** He **always** does it!
No WONDER they call him the **"Odd Father"!**
C'mon, Linguini! This is no time to play **coy!**
Don't be shy! It's an **old Sicilian custom!**
You only have to **kiss** him! You don't have to **marry** him!
Well, **okay!** But only on **ONE condition!**
What's **that?**
You gotta promise you **won't lose respect** for me!
Hey, that Linguini can **KISS!**
Don't they make a **nice couple!?!**

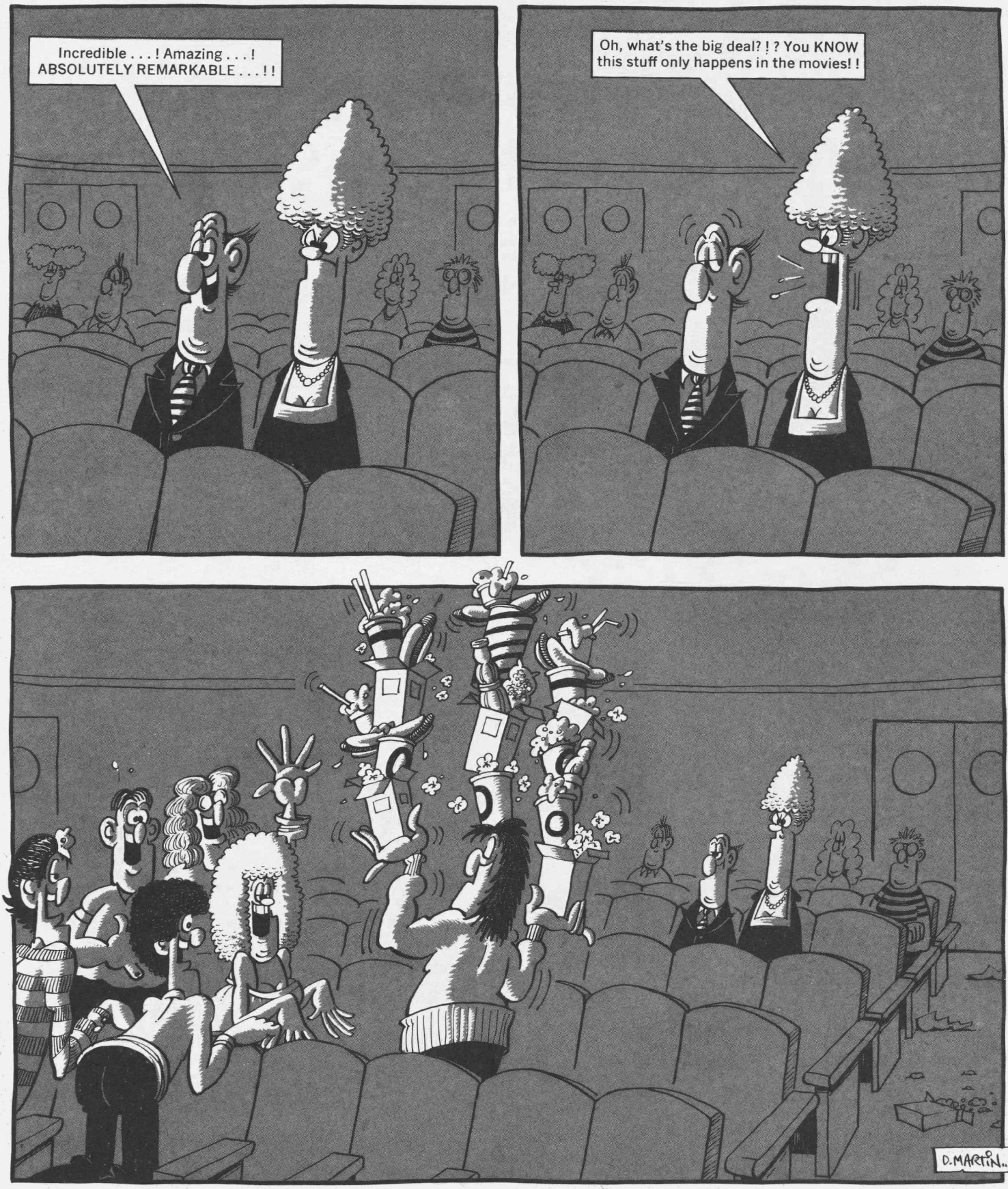
At last there is no more **war** between the **Families,** and now I can live to a **ripe old age** in **peace!**
Of course I will chase you, Angie, my little Grandson! And then we will play some **Mafia kiddie games** like **"Hide and Fink"**... and **"Cops and Good Guys"**...
You **chase me,** Grandpa ?
The **Odd Father** is **dead!** He suffered a **heart attack** chasing little **Angie!**
You know... many people may **disapprove** of the kind of life the Odd Father led! But... all in all... he was a **kind man,** a **gentle soul,** a **good-hearted person** and a **decent human being!**
Oh... how **awful!**
Did he say any **last words** before he died?
Yeah, he wants someone to **lean on the KID!!**

Boys, with **Don Minestrone** dead, **I'm** taking over as **head of all the Families!**
Not so fast, Linguini!
It—it's **Micrin Minestrone!** He's back from the **bathroom!**
He's beginning to **ACT** like the **Odd Father!**
Now... let's get things **straight! I'm** in charge here!
He's beginning to **LOOK** like the **Odd Father!**
And from now on, what **I** say **goes!** Do I make myself clear? ***mumble mumble mumble***
He— he's even beginning to **SOUND** like the **Odd Father!**


And I've got **plans... big plans!** We're gonna make **millions!**
He **IS** the Odd Father!
Now here's what we're going to **do!** We're going **"legit"!** We're going into **BUSINESS!**
What business?
The **Movie** Business! We're going to make a **movie!** A movie about the **greatest Folk Heroes in American History!**
Who? The **pioneers?**
No, you idiots! We're going to make a movie about **US!!**
We're gonna make a movie about the **MAFIA?!?**
Well... we won't exactly refer to it as the **Mafia!** But it'll be about **US!!**
Can't you just see it now! **Theater owners** everywhere will **show** it... **or ELSE!! Critics** everywhere will **love** it... **or ELSE!** And **people** everywhere will be standing on lines, waiting to **see** it... **or ELSE!!**
Now, we'll start the movie off at my sister Canny's **wedding!** Then...

DON MARTIN DEPT. PART I

ONE FINE DAY DOWNTOWN WHILE WATCHING A DOUBLE FEATURE



GIVE US THIS DAY OUR DAILY DREAD DEPT.

The popular movies today deal mostly with horrible, terrible, disastrous topics—things like killer sharks, earthquakes, upside-down ships, giant apes, living dead people, and swarms of insects. All of

HORROR MOVIES based on

SUDDENLY . . . YOUR PEACE AND QUIET IS SHATTERED BY . . .

THE INVASION OF THE TRANSISTOR PEOPLE

Don't Try To Escape! THEY Won't Let You!

STARRING:

Barbra STRIDENT — Debbie BOOM — Janet BLARE — Helen TREBLE — Pat LOUD — Dorothy LOUDER & HOWL Linden

With A Special Guest Appearance By ROCK HUDSON As Gunga DIN

Miss Strident's Wardrobe by Bill BLAST

Based On A Story By Saul BELLOW

Directed By Orson WAILS

Doomed Souls, Trapped In A Terrible Hell With NO END IN SIGHT!!

SEVEN SISTERS PRODUCTIONS PRESENTS

THE LONG GAS LINE

Starring:

Glenn **FORD** — Chita **RIVIERA** — CHEVY **Chase** — CHEVETTE **Mimieux** — MERCEDES **McCambridge** — CADDY **Grant** — MERCURY **Morris** & Deborah **Car**

with Maria **SHELL** — Alan **ARCO** — MOBIL **Mercer** — GETTY **Davis** & Vittorio **GASMAN** Featuring Gregory **OPEC**

Screenplay By Mario PEUGEOT

Based On A Speech By Abraham LINCOLN

Produced And Directed By Carlo PONTIAC

Hear The Hit Song "Tanks For The Memory" Sung By Lou ROLLS

which makes us wonder—Why make movies about such unbelievable things when there are so many everyday true-life horrors we can really relate to? Let us develop this absurd premise for you with these

EVERYDAY DISASTERS

ARTIST: JACK RICKARD WRITER: FRANK JACOBS IDEA BY: MICHAEL J. SNIDER

Their Watchword Is TERROR!
Their Weapon Is FEAR!!
Their Target Is YOU!!!

RELENTLESS CREATURES ON THE PROWL!

1040 PRODUCTIONS PRESENT

THEY CAME FROM THE I.R.S.

starring:

TAX **Von Sydow** AUDIT **Murphy** Irene **Dun** & SHECKLES **Green**

with:

PENNY **Marshall** Mike **NICKELS** Myron **COIN** & Lorne **GREENBACKS**

Produced by BUCK Henry Directed by David LIEN

Hear The Hit Song "Everything I've Got Is Theirs" Sung by Johnny CASH

"They've spared no expense!"—Business Week

IT'S BACK . . . To Torment You . . . Embarrass You . . . Disgust You!
F. Lee BELLY
presents

UNCONTROLLABLE CREEPING HORROR!

THE RETURN OF THE FLAB

STARRING:

Edie **GOURMET** Robert **SNACK** George **GOBBLE** Robert **GULP**

Barbara **HERSHEY** Ray **BULGER** Blythe **DINNER** Regis **TUMMY**

WITH:

Senta **BURGER** Oscar **WEINER** E. G. **MORSEL** Larry **STARCH**

Screenplay by George PLUMPTON Based On A Story By Rex STOUT Music By FATS Waller Orchestra Conducted By Charles MUNCH

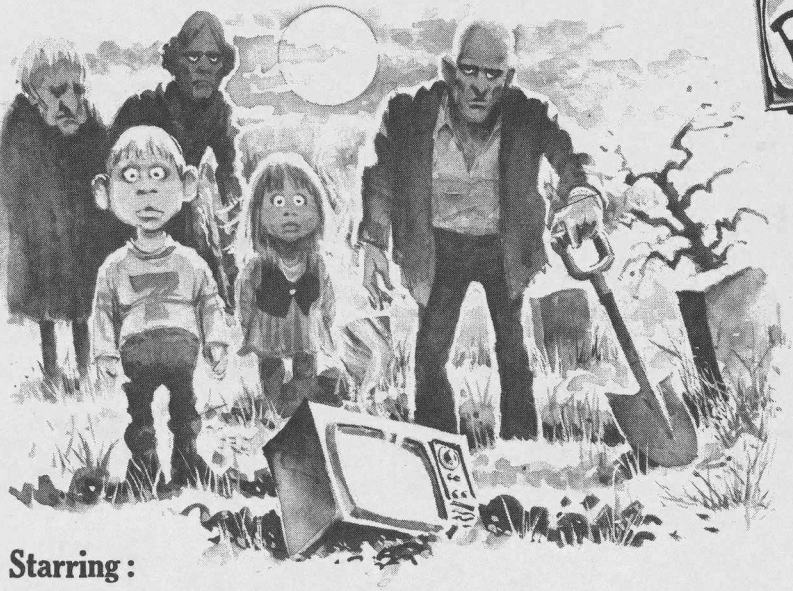
"Fills the screen!"—Weight Watcher's Magazine

Human Zombies In A Terrifying World Of Darkness!

PANASONIC PICTURES PRESENTS

DEATH OF A PICTURE TUBE

THEY CRIED FOR HELP— BUT COULD THEY PAY THE PRICE?



Starring:

SONY Bono ☆ G. E. Marshall ☆ SYLVANIA Mangano ☆ Anna MAGNAVOX ☆ ZENITH Bethune

with Don KNOBS Red BUTTONS Lorretta SWITCH

and featuring Adam WESTINGHOUSE as "Black Man"

Screenplay By Gore VIDEO & Truman KAPUT

Based On A Remark By Coco CHANNEL

HE PREYS ON UNSUSPECTING VICTIMS!

RIP OFF PICTURES PRESENTS

THE REPAIRMAN

PLUS

Featuring

Vincent PRICE ★ BILL Cosby ★ Meryl STEEP ★ James CON

With

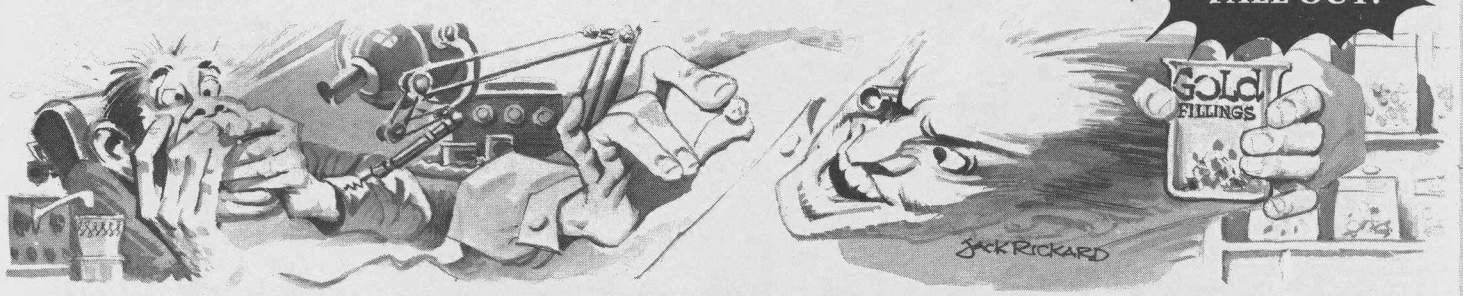
Bert PARTS and Rod LABOR

"You'll get a big charge out of it!"
—*National Inquirer*

It Disappeared Into Space . . . Never To Return!

THE LOST FILLING

THE MOST DEADLY KIND OF FALL OUT!



starring: Dick CAVITY ○ Monty HOLE ○ Rita GUM ○ ROOT Gordon ○ Jeff BRIDGE ○ Bucky DENTURE & The N.Y. YANKERS

Screenplay By Ogden GNASH

Based On The Book By Clare TOOTH LOOSE

From A Remark By AL CAPS

Music By Gustav MOLAR

"Hard-bitten drama that's pure gold!"
—Dental Age

DON'T MISS THE EXCITING OPENING!

Their Pleasure Is Your Horror! Your Life Will Never Be The Same After . . .

CREATURES OF THE NIGHT WHO PREY ON YOU!

THE DAWN OF THE BORING GUESTS

UNINVITED THEY COME! UNWANTED THEY STAY!

STARRING:

Arlene DULL • Michael J. DULLARD • Kier DULLEA • Alain DULLON • Delores DULL RIO • Dom DULLOUISE • Harry DULLEFONTE

Screenplay By Gore **VIDULL** • Directed by Roy **DULL RUTH** • Produced By Dino **DULLARENTIIS**

You May NEVER Want To Use Your Phone Again
. . . After You've Been Put . . .

ON HOLD

Starring:

TONE E. Roberts • DIAL Waggoner • CALL Malden • RING O'Starr

Lucille BELL • Ruth BUSY • WAIT Newton & Virginia WAIT

"A film you can really get hung up on!"

—*The New York Times*

Days Of Agony! Nights Of Torture!

CONGESTED PRODUCTIONS PRESENTS

the bug that's going around

DRUGGED, ACHING VICTIMS WITH NO RELIEF IN SIGHT!

IT INVADES OUR BODIES! TAKES OVER OUR SYSTEMS!

STARRING:

AIL MacGraw ★ HOARSE Bucholz ★ Candy BARF ★ FLU Ferrigno

Loretta Meryl CHILL Guy

SWEAT ★ STREP ★ Wills ★ MEDICINE

with a cameo appearance by DRISTAN Hoffman

THIS MOTION PICTURE IS RATED "VIRUS X"

"It'll make you sick to your stomach!" A.M.A. Journal

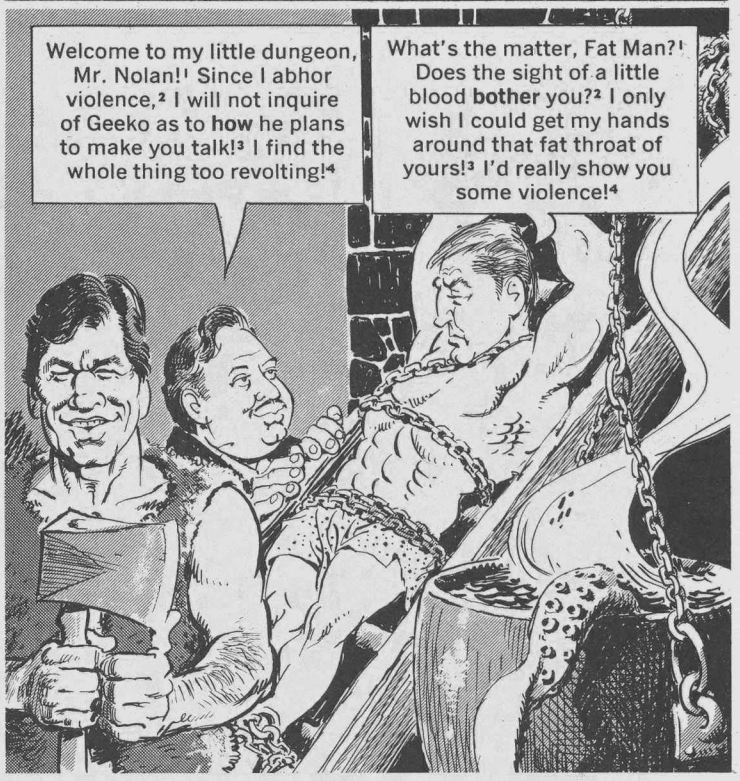
Today's so-called "Movie Villain"—it seems to us—is really quite a nice guy who possesses all of the desirable qualities, while today's so-called "Movie Hero"—on the other hand—is nothing but a rotten louse who possesses all the undesirable traits. And we can prove it. Study these few typical scenes involving typical heroes and villains—with the typical dialogue all foot-noted—and see if you don't agree that:

MOVIE HEROES are FINKS or

"Hey There, Audience, You've Been Booing The Wrong Guy!"

ARTIST: MORT DRUCKER WRITER: HARRY PURVIS

SO-CALLED VILLAIN	SO-CALLED HERO

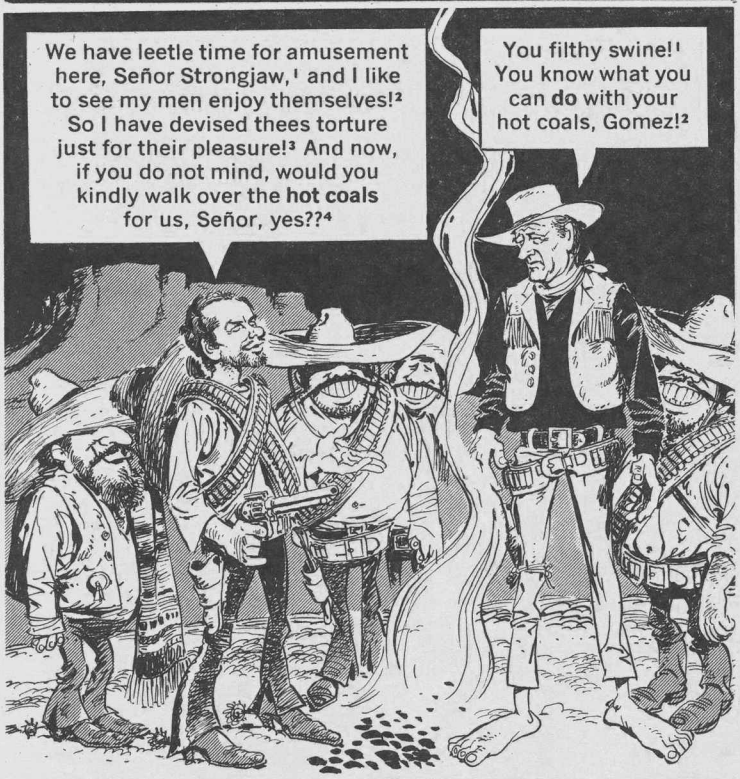


1. HOSPITABLE	1. INSULTING
2. PEACE-LOVING	2. SARCASTIC
3. NOT NOSEY	3. VINDICTIVE
4. SENSITIVE	4. BRUTAL

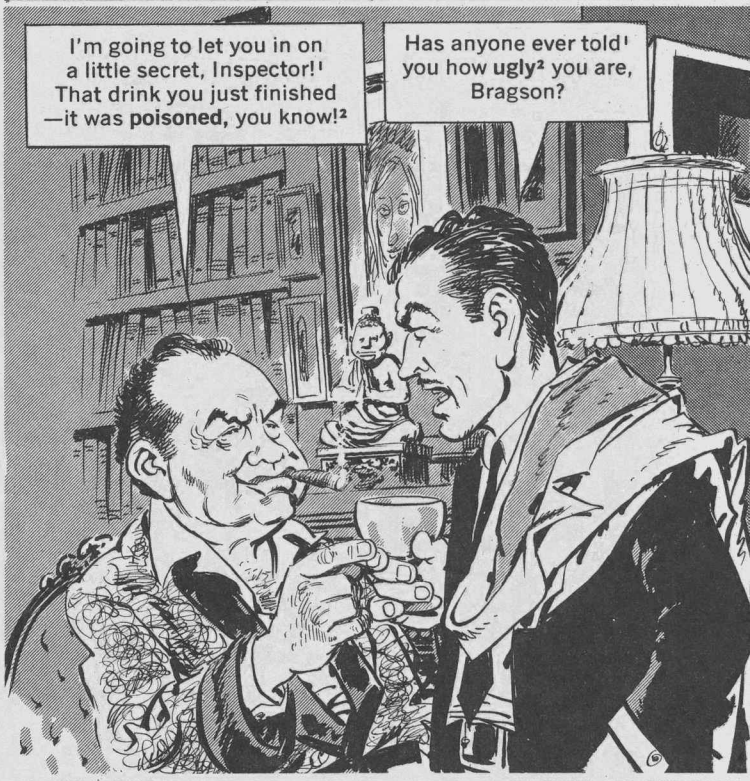
SO-CALLED VILLAIN	SO-CALLED HERO

1. EFFICIENT	1. IMPATIENT AND UNFRIENDLY
2. AFFECTIONATE	2. CRUDE AND BLASPHEMOUS
3. CHEERFUL	
4. PHILOSOPHICAL	

SO-CALLED VILLAIN	SO-CALLED HERO
1. HARDWORKING 2. BENEVOLENT 3. INVENTIVE 4. COURTEOUS	1. ABRUPT AND DISPARAGING 2. UNCOUTH AND SUGGESTIVE



SO-CALLED VILLAIN	SO-CALLED HERO
1. GENEROUS 2. FRANK, CHATTY AND INFORMATIVE	1. GOSSIPY 2. CRITICAL, BLUNT AND TACTLESS



SO-CALLED VILLAIN	SO-CALLED HERO
1. POLITE 2. NEAT 3. ACCOMMODATING 4. CONSIDERATE	1. UNGRATEFUL 2. ANTI-SOCIAL 3. STUBBORN AND VIOLENT

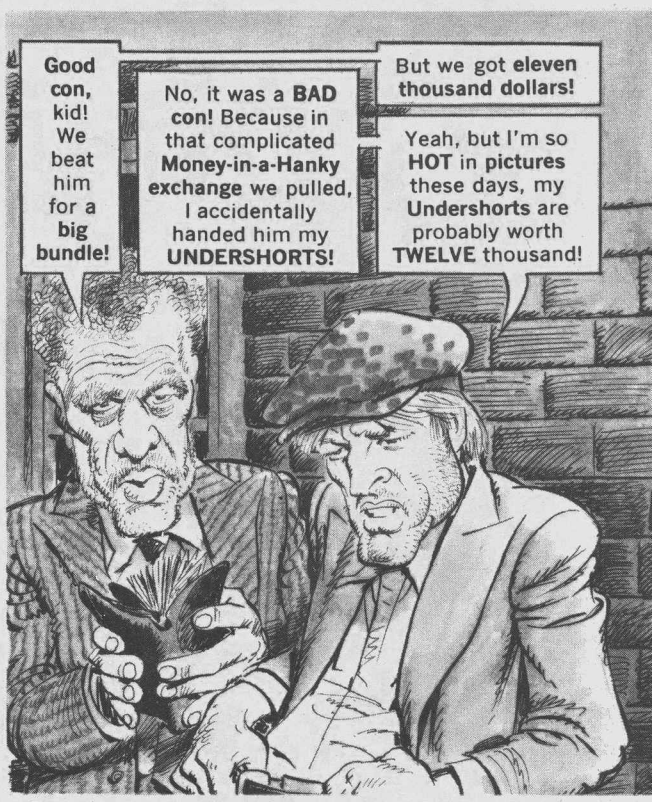
SO-CALLED VILLAIN	SO-CALLED HERO
1. EDUCATED 2. MODEST 3. ENLIGHTENING 4. WITTY	1. HUMORLESS 2. COWARDLY 3. SULLEN AND UNAPPRECIATIVE

KING CON DEPT.

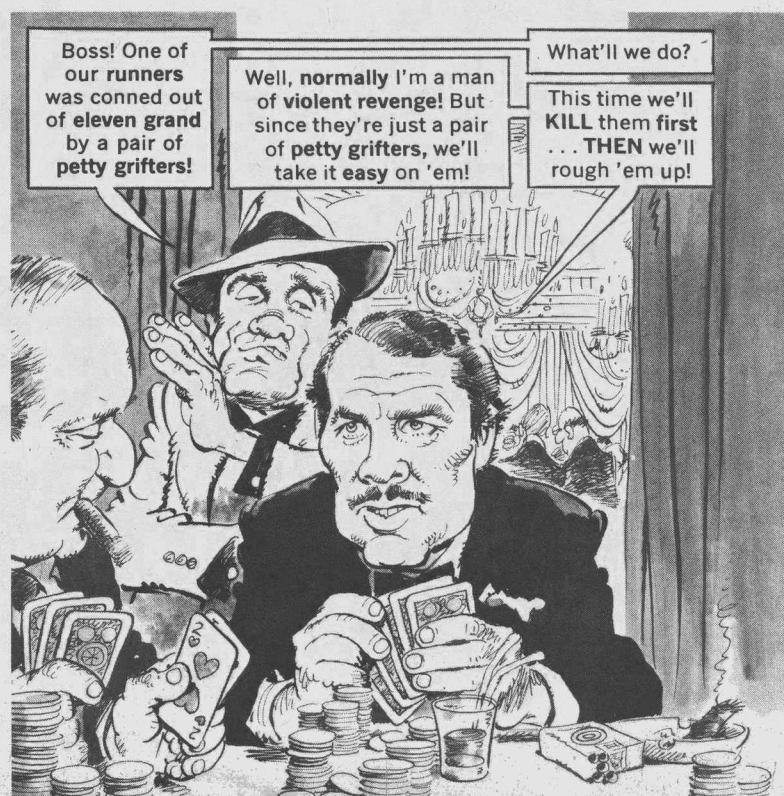
TH

Throughout the years, Hollywood has given us many beautiful couples... Ginger Rogers and Fred Astaire, Elizabeth Taylor and Richard Burton, Ryan O'Neal and Ali McGraw... but, unquestionably, the most *beautiful* movie couple of *all* is Paul Newman and Robert Redford. "Beautiful" not only in the physical sense, but for Theater Owners in terms of Box Office Receipts. And, as is always the case, in order to capitalize on a movie success, Hollywood has come up with a "sequel"! Yep, if you like charm, wit, style and nostalgia... well, then, go see "Butch Cassidy And The Sundance Kid." *That* movie had *all* those elements. As far as *this sequel* is concerned, we don't know *what* it has! Because we were too confused! Mainly, we're *still* trying to figure out the plot of...

IE ZING



ARTIST: MORT DRUCKER WRITER: ARNIE KOGEN



Okay, bum! I want **$2000** from **your** cut of the **take** from the **con** on the **numbers runner!**

Hey! **You** can't do that! I'll call the **Police!**

I AM the Police! I'm **Lt. Snide,** a corrupt Chicago Plainclothes Cop! And as a complicated **sub-plot,** weaving its way through the **entire film,** I will **hound you** until I **catch** up with you and **beat** your **pretty face** to a **pulp!**

H—Here's the $2000! **Please! Don't do it!**

JOHNNY! You mean to say you're **afraid** of a **lousy BEATING** from a **COP?!?**

A beating I could **take!** But I don't think I can **STAND** a complicated **SUB-PLOT** weaving its way through **THIS** film!

Quick! Let's **scram** before Lt. Snide examines that **money** I just handed him!

You—you mean it's **COUNTERFEIT?!?**

Well . . . let's put it **this** way! Those four $500 bills he's got are **small** . . . **orange** . . . they have **choo-choos** . . . and they say **"Monopoly"** on them!

What **happened?**

They **killed Lothar!** They **shot** him, then **pushed him** out his **window!**

Y'know, I'm beginning to think that Chicago is **NOT** such a **toddlin' town!**

Hurry! You better get **out** of here!

Not just **yet!**

But—but the **COPS** are coming! What are you **waiting** for?

I'm waiting for the first of those cute, episodic **"Title Cards"** which are supposed to explain the **plot** . . . but instead, only serve to **thoroughly confuse** the **audience!**

THE CONFUSION

CHICAGO

Excuse me! I'm looking for **Henny Goniff!** I was told he could teach me the **"Big Con"!**

YOU . . . want to learn the **"Big Con"?!?**

Yep . . . the **second oldest profession** in the world!

Henny's **upstairs,** handsome! But if you . . . **stick around, I'LL** teach you a few things!

No, thank you, Ma'am! I'm **not interested** in learning the **OLDEST** profession in the world!

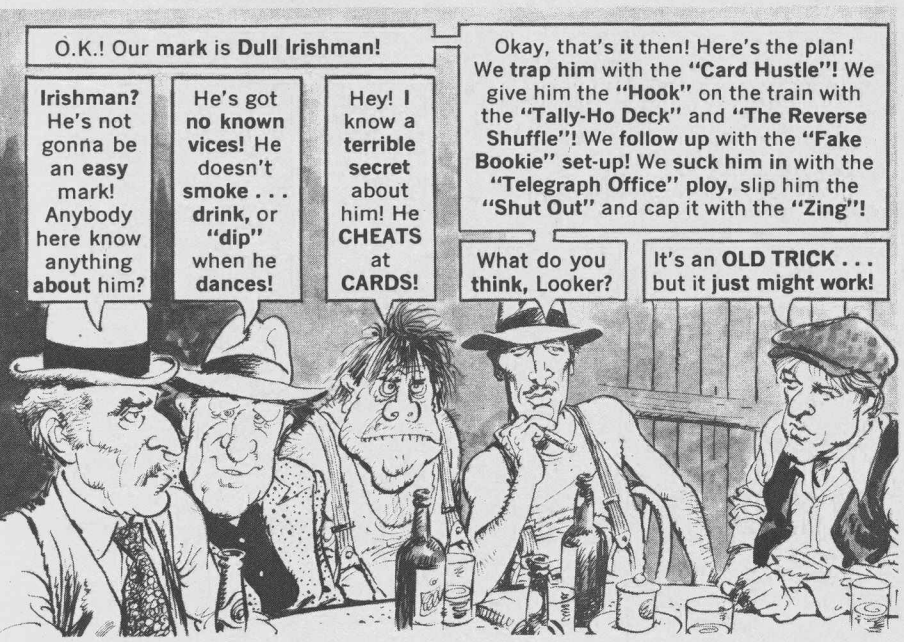
So, **you're** the **great Henny Goniff?!?** Well, **say** something!

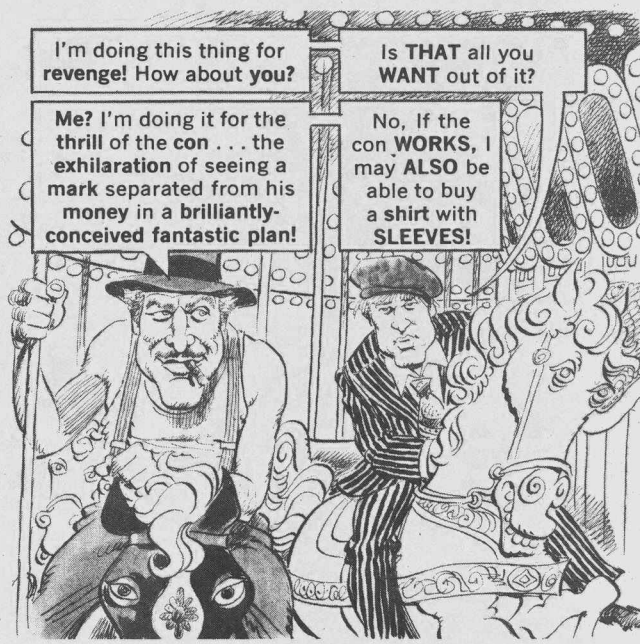
Which way'd they **go,** Sundance . . . ?

You **drunken sot!** That was our **OTHER** picture!

No . . . you're **wrong!!** That picture **IS** this picture! The only difference is: We're wearing costumes of the **'30's,** and now **YOU'RE** much "hotter" than **ME!**

My friend Lothar told me you were once the "greatest"! What happened to you?
Well . . . I had some terrifying career set-backs recently!
Yeah? Like WHAT . . . ?
Like "The Mackintosh Man", "Judge Roy Bean" and "Pocket Money"!
You look ridiculous! And you're supposed to be the "King Of The Con"?!? HAH!!
Well, if I'm the "King"—how come YOU'RE sitting on the THRONE?
Well? Am I gonna learn the "Big Con" or not?
Okay, kid! You're on! Now . . . the first thing we do is assemble a mob . . .
Y'know! I was just thinking! We have something amazing in common, you and I!
What's that?
It's amazing how two guys could be so down-and-out —and STILL have such great teeth!


O.K.! Our mark is Dull Irishman!
Irishman? He's not gonna be an easy mark! Anybody here know anything about him?
He's got no known vices! He doesn't smoke . . . drink, or "dip" when he dances!
Hey! I know a terrible secret about him! He CHEATS at CARDS!
Okay, that's it then! Here's the plan! We trap him with the "Card Hustle"! We give him the "Hook" on the train with the "Tally-Ho Deck" and "The Reverse Shuffle"! We follow up with the "Fake Bookie" set-up! We suck him in with the "Telegraph Office" ploy, slip him the "Shut Out" and cap it with the "Zing"!
What do you think, Looker?
It's an OLD TRICK . . . but it just might work!


I'm doing this thing for revenge! How about you?
Is THAT all you WANT out of it?
Me? I'm doing it for the thrill of the con . . . the exhilaration of seeing a mark separated from his money in a brilliantly-conceived fantastic plan!
No, If the con WORKS, I may ALSO be able to buy a shirt with SLEEVES!

I'm looking for a grifter named Johnny Looker! I know he hangs out here!
Johnny Looker? He ain't been in yet tonight!
I'll wait!
It may be a while! Why not spend the time making love to one of my girls?
ME?!? Spend time making love to one of your girls!?! That's crazy! I'm a Chicago Policeman!
Oh! Well in that case . . . maybe you'd like to spend the time BEATING UP one of my girls!

THE BEATING

This place is perfect for a gambling room! O.K., get furniture, teletypes and a bar! We're making it into a fake Bookie Joint!
Dull Irishman! We're gonna pull the "Big Con" on him!
See . . . ? I TOLD you this place was perfect! Notice—we're gambling ALREADY!
A fake Bookie Joint? Who's the mark . . . ?
Dull Irishman?! The "Big Con"?! I bet you don't pull it off!!

Okay! The "hook" is set! He's waiting in the next car . . .

I'm ready . . .

Now, remember! He usually plays with a Tally-Ho deck! And he likes to cold it low . . . eights and nines!

Okay! To foil that, I'll drench my body with gin!

Hey, wait! What if he uses a Bicycle deck this time?

If he uses a Bicycle deck, then I'd soak my body in Moxie!

Looker, do you get the crux of what I'm doing?

Actually, I'm so confused and mixed up by all this, I don't really know WHAT'S going on!

THAT'S the crux of what I'm DOING!

Conductor, I expect my poker games to start on time! Where is Mr. Shlep?

He said he'd BE here!

What did he look like?

He was very good looking, with blue eyes and a pixie-ish smile!

That could be almost ANYONE in this movie!

Gentlemen—let's start the game without him!

Shorry I'm late! I wash inna John!

Mr. Shlep, this is a Gentlemen's game . . . and ye fergot to button yer shirt an' tie!

Y'think tha's bad? Wait'll yuh shee what ELSHE I forgot t' button!

How mush you gonna bet, Mr. Ironman . . . ?

The name is IRISHman . . . an' don't ye fergit it! An' aye'll be bettin' five thousand . . .

Wal, I'll jus' shee your fi' thousan' an' raish yuh 'nother TWO, Mr. Irish Gin!

I TOLD ye! The name is IrishMAN! An' aye'll be raisin' YE another FOUR . . .

Wow! It's a real Battle Royal! Who has the edge?

It's close, but I think Robert Shaw's Irish brogue is a bit less ridiculous than Paul Newton's cutesy drunk!

But who's gonna be the final winner?

Robert Refford! By staying OUT of this scene, he winds up with an Academy Award nomination!

Aye WIN! Aye have FOUR NINES!

Not sho fasht! I have four JACKSH!

What the . . . ?!? But ye just had four THREES!! How'd ye come up with four JACKS?

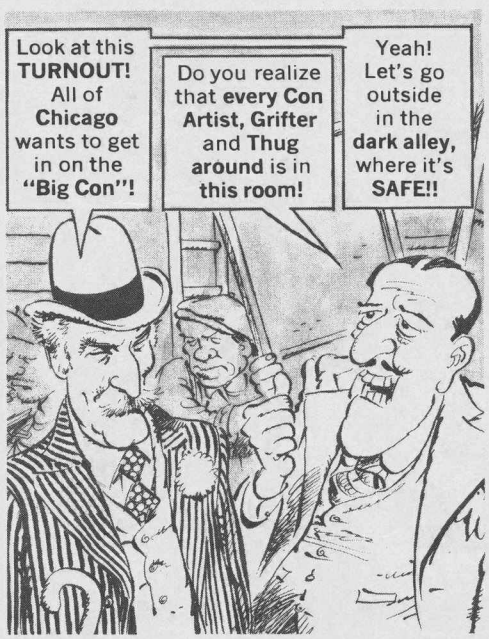
You kiddin'?? If I washn't sho drunk, I would've come up with four ELEVENS!

Conductor! This man is a cheat! This game is a farce! What do you say to that?

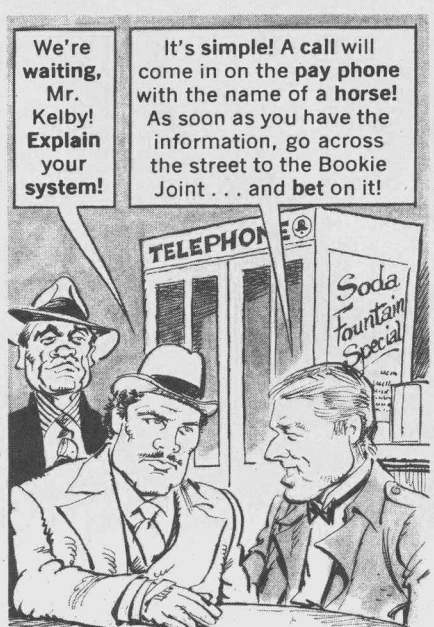
Aboard! All aboarrrrrd! Tickets . . . please! All tickets . . .

THE TICKET

Mr. Kelby, let me understand! You want to **double-cross your Boss,** who **cheated** me in a **poker game?** You want to **destroy him** by **bankrupting** his **bookie operation** with a **crazy plan** you have? And you want **me** to **FINANCE** that plan to the tune of **$500,000?**
That's about it, Mr. Irishman!
Now, doesn't it seem rather **ILLOGICAL** that a **crafty, street-wise Syndicate Racketeer** like **me** would **go along** with a plan that has so many **obvious flaws?**
Yes, Sir . . . it **DOES** seem rather illogical!
Good!! Then in keeping with the **gist** of this picture, **I'll go along** with it!
What's the **Special** today!
We're featuring **Barracuda!**
I don't see Barracuda on the **menu!**
I'm talking about **ME!!**
Drink MOXIE
.90
ON LOAN V. COWEN ANTIQUES
CHEW
2¢ PLAIN

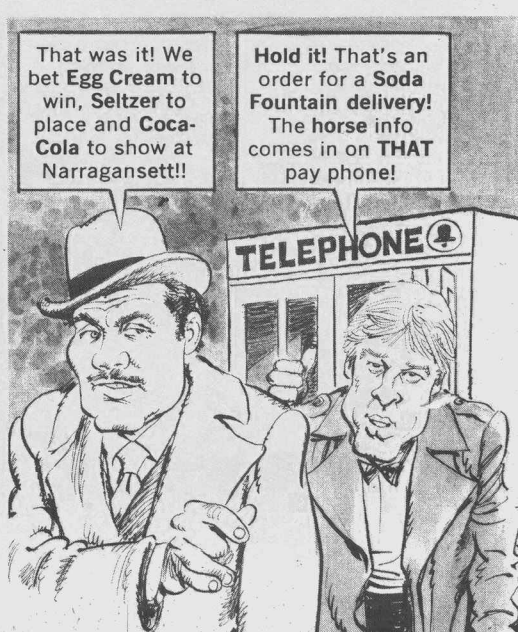

Look at this **TURNOUT!** All of **Chicago** wants to get in on the **"Big Con"!**
Do you realize that **every Con Artist, Grifter** and **Thug around** is in **this room!**
Yeah! Let's go outside in the **dark alley,** where it's **SAFE!!**

Okay . . . state your **name . . .** and **Con Game!**
I'm **The Peoria Kid!** I once swindled an **old lady** out of her **life's savings!**
You're **in!** Step over and **take a suit . . .**
I'm **Irv Muntz!** I picked **Al Capone's pocket** on **State** Street . . . that **great** Street!
You're **in!** Step over and **take a suit . . .**
I'm **Sid Wabash!** I saw a **man,** he danced with his **wife!** He had the **time,** the **time** of his life!
That's not a **Con!** That's a **SONG!** Who sent you?
UNIVERSAL PICTURES! They want to make sure **each scene** overflows with **warmth** and **nostalgia!**
Okay! **You're** in! **DANCE** over and take a suit!


We're **waiting,** Mr. Kelby! **Explain your system!**
It's **simple!** A **call** will come in on the **pay phone** with the name of a **horse!** As soon as you have the information, go across the street to the Bookie Joint . . . and **bet** on it!
TELEPHONE
Soda Fountain Special

Ring! Ring!
ELEPHONE

Hello? Yes? Yes . . . **O.K.!**


That was it! We bet **Egg Cream** to win, **Seltzer** to place and **Coca-Cola** to show at Narragansett!!
Hold it! That's an order for a **Soda Fountain delivery!** The **horse** info comes in on **THAT** pay phone!
TELEPHONE

. . . and in the sixth at Belmont, it's **LUCKY NICK,** winning by a length and paying **$25!**

LUCKY NICK! That's the horse **I** had! **I WIN!**

Beautiful! He's actually **falling for** the phony **set-up!**

Relish this moment, kid! Because it could only happen **here** and **now** . . . in **The Golden Age Of The Big Con . . . Chicago,** of the **thirties!**

Oh, **yeah . . . ?!** Just wait until **Washington,** of the **Seventies!**

Now, you got this deal **straight,** P.J.? We pose as **painters** to con the **Telegraph Office Manager** into giving us the use of his **office! Then,** we pose as **real Telegraph Agents** to con **Irishman** when he arrives any moment with **Looker!** And we've got exactly **17 seconds** to pull off the **whole switcheroo!**

It's scenes like **this** that make me miss the **"realism"** and **"credibility"** of **"MY FAVORITE MARTIAN"!**

This is my **contact** at **Western Union! He** gets the **Race Results** and calls **me** before he calls the **Bookie Joint!**

You mean you actually **BUY** that story?!?

Gee . . . after we're through **HERE . . .** there's a **bridge** in **BROOKLYN** I want you to look at!

Hmm! **Okay,** I'm in for the **$500,000!**

Yes . . .

Quick! Hide me in the **bathroom** in the **back!**

There's a **man** outside who's **after** me! If he **catches** me, I'm in the **biggest jam of my life!**

No . . . he's the Producer of **"The Great Gatsby"!**

Why??

Is he a **COP??**

THE PRODUCTION

Okay—here's **Johnny Looker!** I finally **nabbed** him for you guys!

Hey! What **is** this?

I'm **Special Agent Poke** of the **F.B.I.! I asked** Lt. Snide to bring you in! We're after your friend, **Henny Goniff . . .** and we got a tip that he's running a **Big Con** on the **South Side . . .**

I don't know **anything about it!** Not a **thing!**

Listen, if you **don't cooperate,** I'll call that **crazy Commie Nut, Sadie Mafoosky,** and tell her where you are! **You** remember **her,** and **THE WAY YOU WERE!**

I'll talk!! I know **EVERYTHING** about it! **EVERYTHING!!**

Now, we wanna come in on **"The Zing"** and make the **pinch!**

Okay, but will you **wait** till the chump is **hooked?**

That's **okay** with **us!** We don't **care** about the **mark!**

Then it's a **deal!** As long as I get to **finish** the **play!**

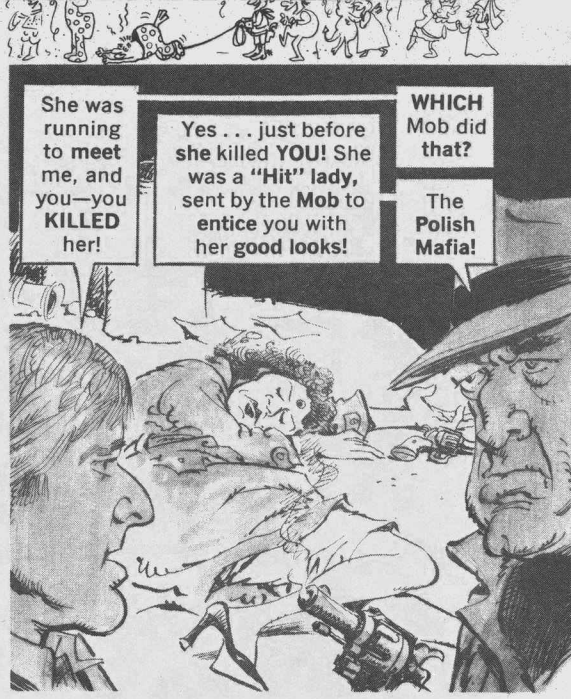
Just don't try to **fold the con** on us!

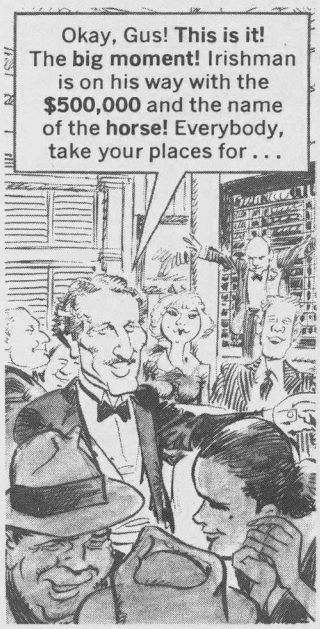
Gosh, **no!** Golly **gee!** Why, **I** wouldn't do **that! No siree!**

Huh? WHAT did you say?

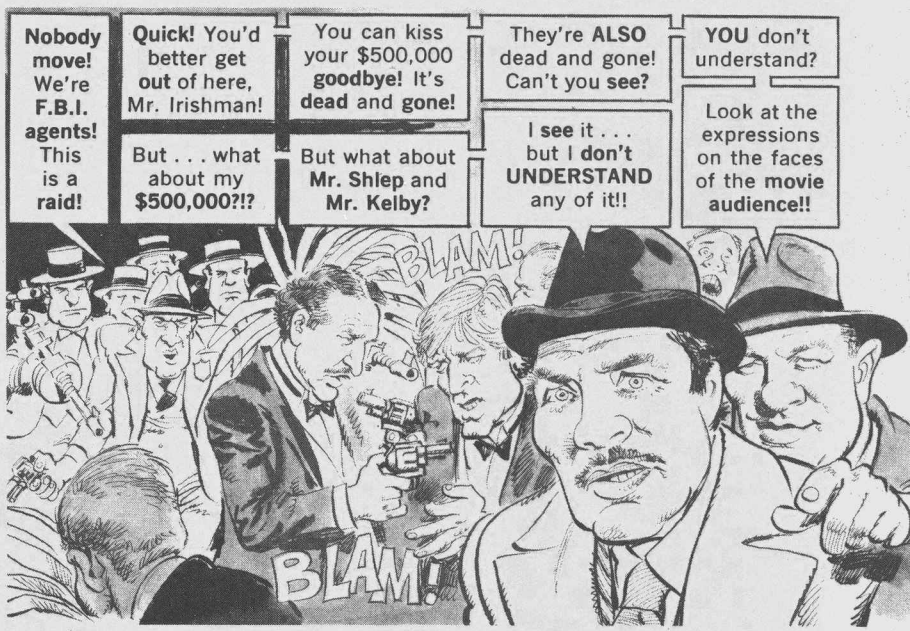
Ooops! It **slipped!** I reverted to my **real life personality!** And I was doing so **well** up to now!

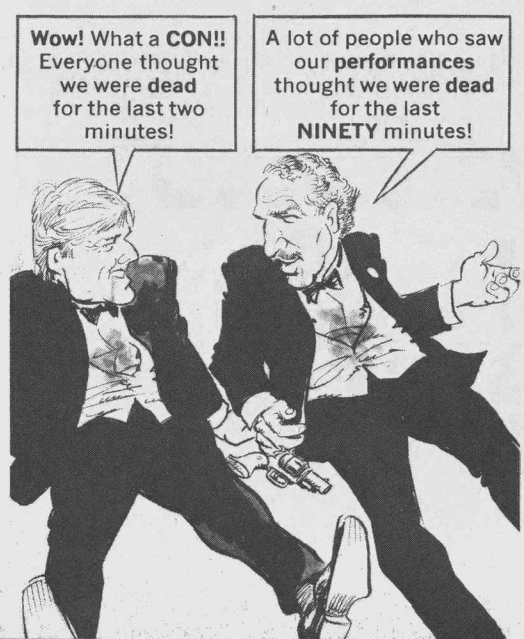
You **woke me up,** you **deadbeat! Go away!** I need my **Beauty Sleep!**
Please . . . let me **in,** Doretta! I'm **lonely** and I must make **love** to you!
A girl needs **tender words** and **compliments** before she can let a guy make **love** to her! First tell me how I compare to the **other** sexpots you've known!
Gee, the only other sexpot I've **known** is **Henny Goniff!**
Well . . . how do I compare to **HIM?**
Your **mustache** is **MUCH SMALLER!**
Okay, you can come in!


She was running to **meet** me, and you—you **KILLED** her!
Yes . . . just before **she** killed **YOU!** She was a **"Hit" lady,** sent by the **Mob** to **entice** you with her **good looks!**
WHICH Mob did **that?**
The **Polish Mafia!**


Okay, Gus! **This is it!** The **big moment!** Irishman is on his way with the **$500,000** and the name of the **horse!** Everybody, take your places for . . .

THE ZING


Nobody move! We're **F.B.I. agents!** This is a **raid!**
Quick! You'd better get **out** of here, Mr. Irishman!
But . . . what about my **$500,000?!?**
You can kiss your $500,000 **goodbye!** It's **dead** and **gone!**
But what about **Mr. Shlep** and **Mr. Kelby?**
They're **ALSO** dead and gone! Can't you **see?**
I **see** it . . . but I **don't UNDERSTAND** any of it!!
YOU don't understand?
Look at the expressions on the faces of the **movie audience!!**
BLAM!
BLAM!


Wow! What a **CON!!** Everyone thought we were **dead** for the last two minutes!
A lot of people who saw our **performances** thought we were **dead** for the last **NINETY** minutes!

Fellas . . . I got **GOOD NEWS,** and **BAD NEWS!** First, the **GOOD NEWS:**
We conned Dull Irishman out of **$500,000!**
Now, the **BAD NEWS!** The whole operation cost us **$700,000!**
Which means we **LOST** $200,000!
RACE FOR

PORN FREE DEPT.

The recent Supreme Court Decision cracking down on pornography has suddenly made it very tough on Porno Film Producers who have been enjoying a field day for years. Nowadays, there's no telling when a local Censorship Board will come swooping down to put out of business one of those Porno Pictures we've all grown to know and love. Well,

CLEAN ADS FOR

ARTIST: JACK RICKARD

YOU'LL SIGH, YOU'LL TINGLE, YOU'LL LEAVE THE THEATER DANCING TO THE ROLLICKING RHYTHMS OF...

"THE SOUND OF MOANING"

(formerly entitled "Deep Throat")

MEET... A Bright New Star Who'll Tug At Your Heart And Make You Feel Warm All Over

CHEER... A Gang Of Lovable Nuts Who Are Looking For Peace Of Mind—Among Other Things

LISTEN... To A Fantastic Sound Track As The Hills Come Alive With The Sound Of Breathing

LEARN... A Whole New Set Of Meanings To Our Old, Accepted "American Way Of Life"

IT'S WONDERFUL...IT'S HEART-WARMING...IT'S MAGIC!

You'll See Tricks That Will Make Your Eyes Pop... Among Other Things!

Starring LINDA LOVELACE...America's Newest Sweetheart

(Also Canada's, England's, Sweden's, Japan's, and The Teamster's Union's!)

"SHE'S THE GREATEST THING SINCE MOTHER!"
—Pat Boone

"SHE MAKES ME FORGET ANNETTE FUNICELLO!"
—Frankie Avalon

"WHO'S ANNETTE FUNICELLO?"
—Annette Funicello

MAD has come up with a solution . . . a fiendishly ingenious way to throw those Censors off the track and keep them at bay! Don't change the movies, change the ads! In other words, camouflage those notorious X-Rated films with advertisements that are full of wholesome G-Rated copy. We'll show you just what we mean with these examples of . . .

DIRTY MOVIES

WRITER: LARRY SIEGEL

IT'S A WONDERWORLD OF ENCHANTMENT . . . IT'S AN EDUCATIONAL MIRACLE . . .
IT'S A TRAVELOGUE THAT BROADENS THE MIND AND DAZZLES THE SENSES . . .
IT'S . . . **"WONDERFUL, WONDERFUL COPENHAGEN!"**

(formerly called "Sexual Practices In Denmark")

SEE A Carefree Land Where Your Wildest Fantasies Come True, And New Ones Are Born Every Minute

SEE The Magic World Of Hans Christian Anderson, Where Fairy Tales Come To Life In The Parks And Streets

SEE History In The Making . . . In This Close-Up Study Of The Ups And Downs Of A Plucky, Fun-Loving People

FASCINATING, FANTASTIC COPENHAGEN! JOIN A PEOPLE OF SIMPLE PLEASURES AS THEY:

Stroll The Quaint Streets

Dine In Picturesque Cafes

Sip A Cup Of Hot Coffee—

And Have A Piece Of Danish

"FUN FOR KIDS FROM SIX TO SIXTY! MAINLY DANISH KIDS!!"——National Geographic

She Was The Little Girl He Always Wanted!
He Was The Loving Father She Never Had!!

IT'S FAMILY ENTERTAINMENT AT ITS BEST!!

"VIVE LA DANCE"

(previously titled "Last Tango In Paris")

Starring . . . . . MARLON BRANDO

And Introducing "Cute-As-A-Button" MARIA SCHNEIDER . . . Who Sneaks Her Way Into His Heart . . . Among Other Things!

WHEN A HOMELESS FRENCH KOOK IS TAKEN IN BY A GRUMPY AMERICAN WIDOWER, ANYTHING CAN HAPPEN . . . AND IT DOES! . . . IN A MIRTHQUAKE OF CRAZY FUN!

She Was Mischievous . . . She Was Uncontrollable . . . Until He Handed Her That Old Soft Soap And Buttered Her Up!

It's Marvelous . . . It's A Million Laughs . . . It's Brando In His Most Hilarious Role Since "Mutiny On The Bounty"!

YOU'LL ROAR YOUR HEAD OFF AS MARLON TRIES TO TALK FRENCH!
YOU'LL LAUGH EVEN LOUDER AS HE TRIES TO TALK ENGLISH!

"Maria Schneider Is France's Answer To Tuesday Weld!"
—Rona Barrett

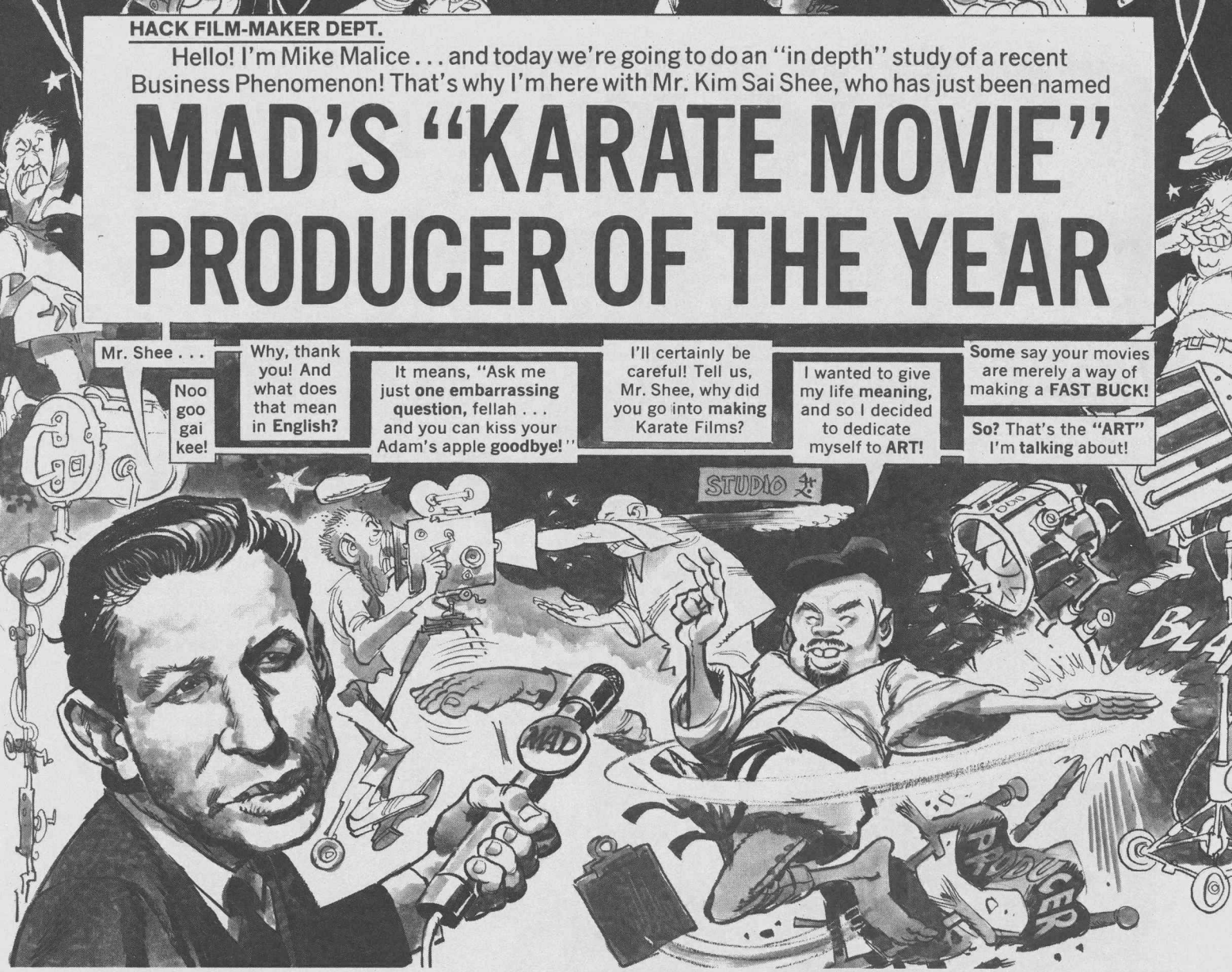
"I Never Asked France A Single Question!"
—Tuesday Weld

"The Family That Plays Together Stays Together!"
—Billy Graham

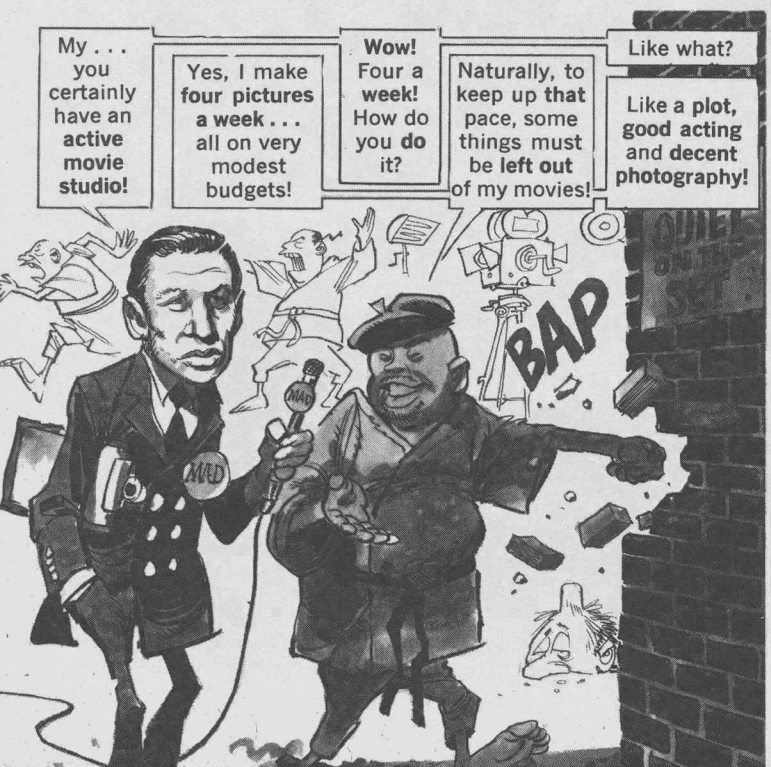
HACK FILM-MAKER DEPT.

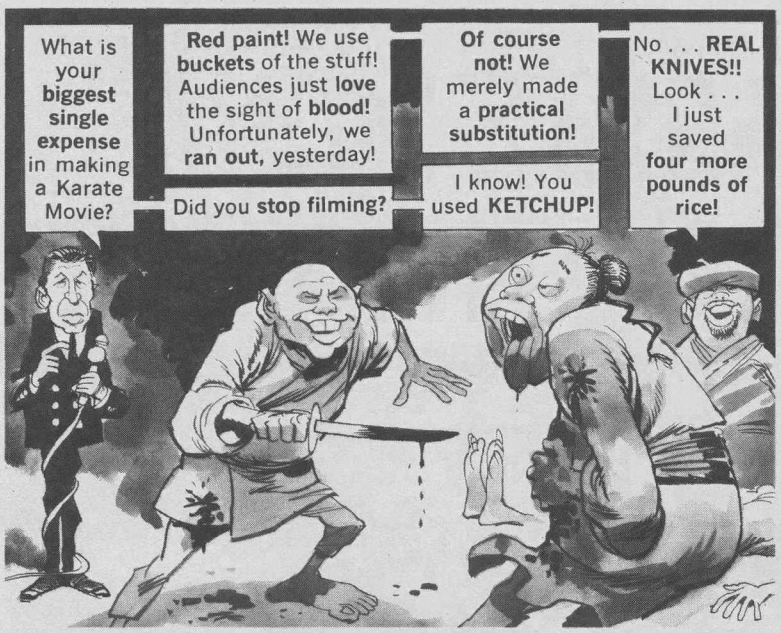
Hello! I'm Mike Malice . . . and today we're going to do an "in depth" study of a recent Business Phenomenon! That's why I'm here with Mr. Kim Sai Shee, who has just been named

MAD'S "KARATE MOVIE" PRODUCER OF THE YEAR



ARTIST: JACK DAVIS WRITER: STAN HART




What is your **biggest single expense** in making a Karate Movie?
Red paint! We use **buckets** of the stuff! Audiences just **love** the sight of **blood!** Unfortunately, we **ran out,** yesterday!
Did you **stop filming?**
Of course not! We merely made a **practical substitution!**
I know! You used **KETCHUP!**
No . . . **REAL KNIVES!!** Look . . . I just saved **four more pounds of rice!**

Mr. Shee, I think this man is **very seriously hurt!**
Nonsense! He only **LOOKS** very seriously hurt! Actually, he's **DEAD!**
And you feel no sense of **remorse?**
Life it **too short** for **regrets!** Look how short **HIS** was!

Mr. Shee, why do you think your Karate Movies are so **popular** back in the **United States?**
Because they cleverly combine **our ancient Oriental traditions** with **your modern American traditions!**
Your ancient Oriental tradition of **Karate?**
Right! With **your** modern American tradition of **brutal MURDER!**

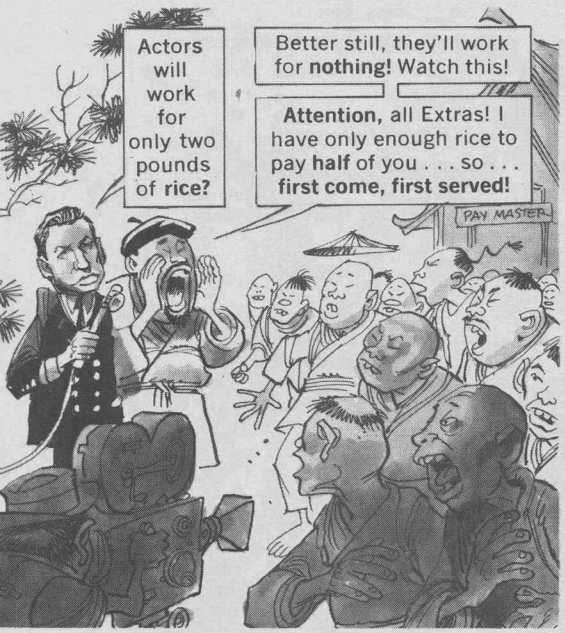
They look **very good!**
The **ARE!** They have achieved the **second highest rank** that is **attainable** by Karate men! The **BLACK BELT!**
The **SECOND HIGHEST?** And what is the **FIRST** highest?
The belt that **I** have attained!
And what one is **that?**
The **MONEY BELT!** You will notice this interview isn't **all work** and **no fun!**

Here's an important scene from my **next** big Karate movie, **"Toes of Terror"!**
Because the **Hero never bathes!**
See, the Villain's threatening to rip the Hero's **nose** off!
Why call it **that?**
Yes, I see! Does he **do** it . . . ?
I sure **hope so!** I can't stand **happy endings!**

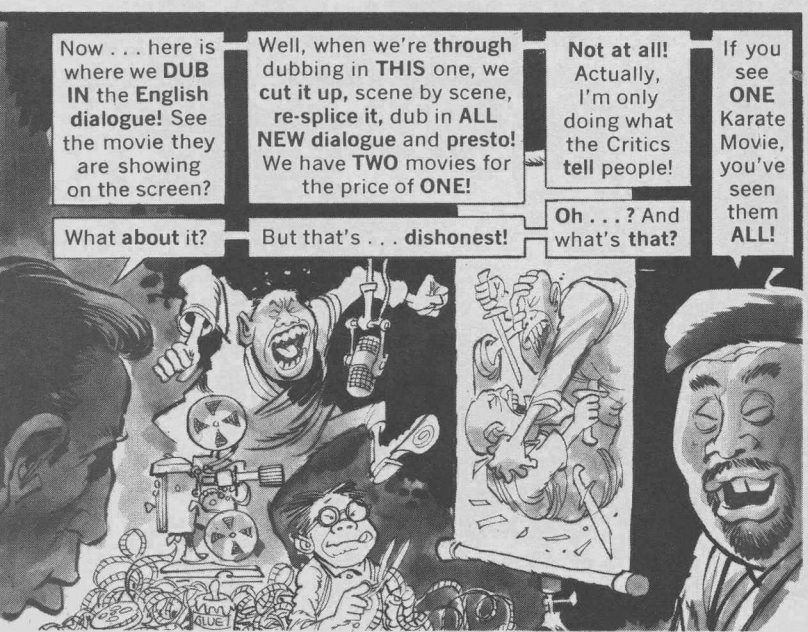
And **who** is **SHE** . . . ?
A **new wrinkle!** In this day of **Women's Lib,** I've introduced a **WOMAN Hero** who saves the **MAN Hero!**
Why does she **shout** when she hits the **board** . . . ?
It's an **old Chinese custom!** We **scream** like that when we're in **terrible pain!**
YAHH

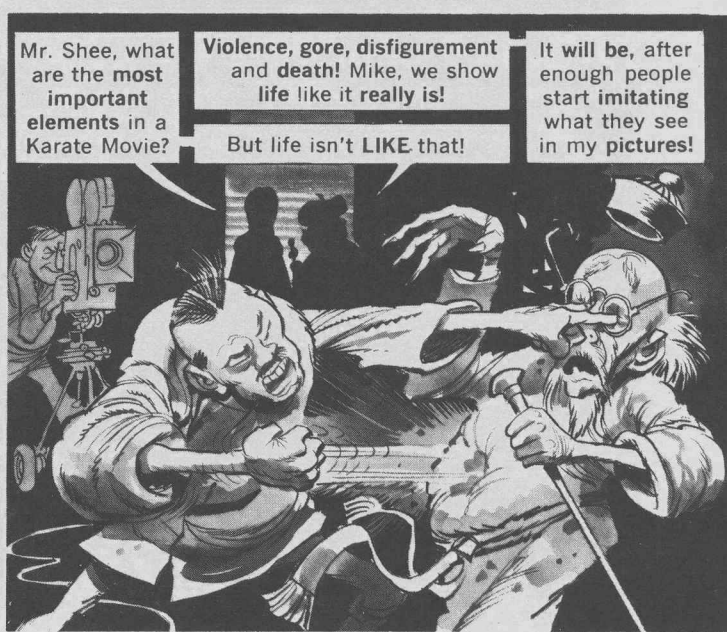
In every Karate movie, you need **two things!** One skinny **Hero,** and ten fat **Villains!** Here . . . the Villains are attacking the Hero, one at a time! They **always** attack the Hero, one at a time!
Is that an **old Chinese custom?**
No, silly!
Then **why** don't they **ALL** attack him at the **same time?**
If they **DID,** they'd beat his **brains** out!

Another feature of our movie is the **"Big Gang Battle"!** Fights with **two** or **three hundred people** are **not uncommon!**
My God! All those **actors!** It must cost you a **fortune!** How much do you **pay** each one?
Two pounds a day!
Two pounds? In English currency, that's . . .
What English currency! I'm talking about **RICE!**
PAY MASTER


Actors will work for only two pounds of **rice?**
Better still, they'll work for **nothing!** Watch this!
Attention, all Extras! I have only enough rice to pay **half** of you . . . so . . . **first come, first served!**
PAY MASTER

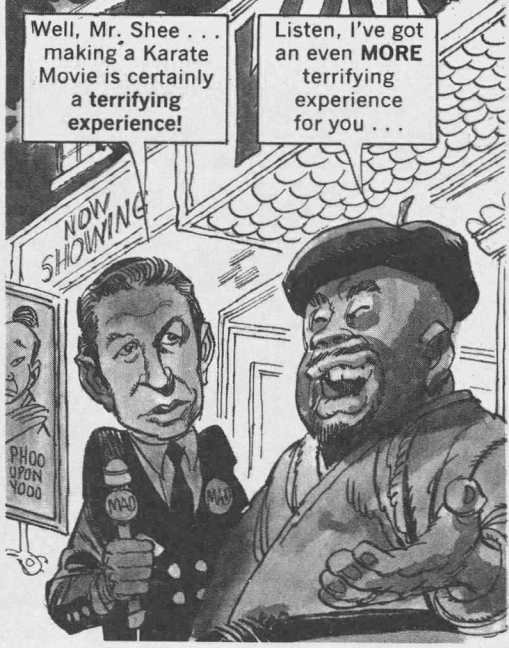
That's how I get my **mob fight scenes!** And for **half the price!**
Mr. Shee, I—I'm **shocked!** You are a **very unscrupulous person!**
Thanks, but **save** your **admiration** till our **next** stop!

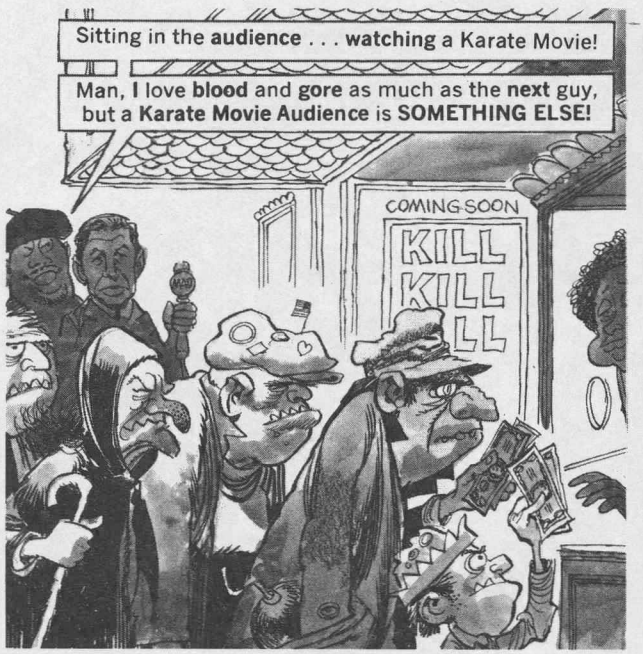

Now . . . here is where we **DUB IN** the **English dialogue!** See the movie they are showing on the screen?
Well, when we're **through** dubbing in **THIS** one, we **cut it up,** scene by scene, **re-splice it,** dub in **ALL NEW dialogue** and **presto!** We have **TWO** movies for the price of **ONE!**
Not at all! Actually, I'm only doing what the Critics **tell** people!
If you see **ONE** Karate Movie, you've seen them **ALL!**
What **about** it?
But that's . . . **dishonest!**
Oh . . . ? And what's **that?**


Mr. Shee, what are the **most important elements** in a Karate Movie?
Violence, gore, disfigurement and **death!** Mike, we show **life** like it **really is!**
But life isn't **LIKE** that!
It **will be,** after enough people start **imitating** what they see in my **pictures!**

FRESH CEMENT

That's DISGUSTING . . . smashing crockery and wood to make it sound as if you're breaking bones and teeth . . . !
Don't be an idiot! We smash crockery and wood to cover the REAL sound of bones and teeth breaking!
That little girl is fighting for Star Billing! If she lets up one little bit, it's back to "One from Column A, two from Column B . . ." for her!
SNAP
CRASH
POP
KRACKLE
SNAP
SNAP
KLINK
TINKLE
SNAP
KACKLE
POP


Well, Mr. Shee . . . making a Karate Movie is certainly a terrifying experience!
Listen, I've got an even MORE terrifying experience for you . . .
NOW SHOWING
PHOO UPON YOOO
MAD


Sitting in the audience . . . watching a Karate Movie!
Man, I love blood and gore as much as the next guy, but a Karate Movie Audience is SOMETHING ELSE!
COMING SOON
KILL
KILL
KILL

KILL!
MAIM!
DISFIGURE!
HURT A LOT!
Well, they obviously enjoy encouraging the Hero of the movie!
What movie? They're encouraging a little kid in the third row who's arguing with his Mother!

This is the most revolting thing I've ever seen! How can you live with yourself . . . knowing that you promote immorality without a pang of conscience, while you brazenly cheat the American Public?!?
I feel a lot cleaner than the guy who produced the Documentary they're showing next!
What's that . . . ?
MAD

A SALUTE TO AMERICAN INDUSTRY
This is Mike Malice . . . turning you back to MAD Magazine . . .
MAD

MAD'S "LATE SHOW"

CLICHÉ MOVIE SCRIPT

ARTIST: BRUCE STARK

WRITER: HARRY PURVIS

THE "WAR" MOVIE

"Before this training period is over, you guys are gonna hate my guts! But if you live through it . . . someday, you'll thank me for it!"

* * * * * *

"We're not running this war for your personal pleasure, Bradshaw! Tonight, by disobeying orders, you endangered the life of every man in this company! Maybe back in Civilian life you could pull things like that, being Senator Bradshaw's son! But here in this Boot Camp, you're just plain PRIVATE Bradshaw!"

* * * * * *

"Any of you guys got any letters to write, you got exactly two minutes! Because we're shipping out!"

* * * * * *

"Don't let 'im get your goat, kid. She'll wait. Not all dames are like that. Simpson's just sore 'cause he ain't got no one to come back to."

* * * * * *

"I'll go crazy if I don't see some action soon!"

* * * * * *

"Men, we're up against an enemy who'll stop at nothing to hold this island! So, good luck! And . . . give 'em hell!"

* * * * * *

"Okay, I need some volunteers for this mission . . . Anderson, Brown, Cowznofski, DeGrazzo, Hanlon, MacNutt, O'Reilly and Silverstein! Now, let's see . . . what have I missed? Oh, yeah--you, too, Sun Luck Chow!"

* * * * * *

"I know you didn't ask to come out here, Bradshaw--but by God, now that you ARE here, you'll fight! Now I'll tell YOU something . . . first time out, I was afraid, too! Yeah, ME! Does that surprise you?"

* * * * * *

"You can't ask them to do it, Colonel! They've been looking forward to this leave for months! It's all that's kept them going! Now, to tell them they've been ordered back into action . . . it--it just isn't fair!"

* * * * * *

"I wish Arkansas would learn a new tune! That one's driving me nuts!"

* * * * * *

"Boy, what I wouldn't give to be back on Flatbush Avenue, watchin' all the blondes go by! How about you, Bradshaw? Any real-stacked blondes up on Snob Hill? Hey . . . where ya goin' . . . ?"

* * * * * *

"The last thing he said was--'Tell the Sarge this one's for Benny!'"

* * * * * *

"He wiped out that machine gun nest single-handed! And to think I once called him 'yellow'!"

* * * * * *

"When I see those fresh green kids coming up, eager to fight, it makes me want to cry. I was like that once. It seems like so many years ago. It's hard to believe we've only been on this island 5 days!"

* * * * * *

"Think it'll do any good, Padre? All this killing and dying, I mean . . ."

* * * * * *

". . . and the generations to come will remember what it was like, and what it was all for! Have no fear of that, my son!"

THE END

SUPER MARKETING DEPT.

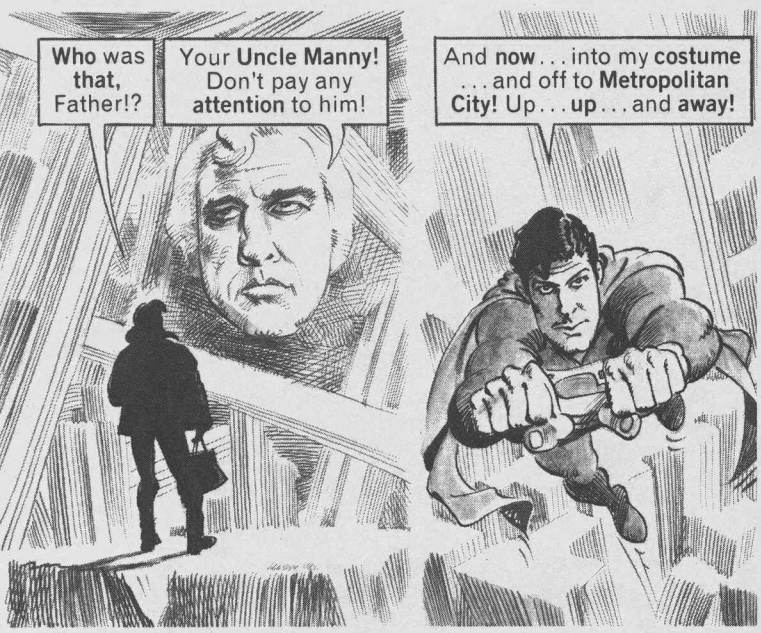
He started out in the Thirties as a comic book hero. Then, he became the star of a movie serial, a radio show, a television series, a Broadway musical, and now...at last...he's the star of a multi-million dollar full-length feature motion picture! Look...up in the sky! It's a gold mine! It's a bonanza! It's

SUPER

SUPERMAN

ARTIST: MORT DRUCKER WRITER: LARRY SIEGEL

Aw, Paw! Ain't he the cutest little thing?!?
He sure is! Gi'me a minute to finish fixing this flat, and we'll be on our—
Good Lord!! The JACK is slipping! Maw!! Help me! I'm gonna be crushed to death!!
Ford
Paw, look what he's doing! Can we adopt him?!?
We sure can! Now why don't we go into town, and by him some formula and a Teddy Bear— then sell our horse and ox and find us the teeniest, tiniest plow harness they make?!
Paw Kennt! You're all heart!
What will we call our new Son, Paw?
I figured we'd name him after someone who's very near and dear to us!
You mean our prize CHICKEN?
Who else?! The name shore has a nice ring to it, don't it? CLUCK KENNT!!
'Bye Mom and Dad! Sorry I had to eat and fly... but I'm late for school!
Cluck has shore grown into a fine young man, huh Paw! You think his classmates find it strange... the way he goes to school...?
You kidding? You see what kids are smoking nowadays? They all go that way! I hear the Senior Class had twelve mid-air collisions last week alone!
How far did I kick the ball, Dad?
Nine and a half miles, Son! But that was WITH the WIND! Keep working on it! You'll do a lot better!
BAM!
Look, Dad! I'm outracing a speeding locomotive!
Big deal! This is the Long Island Railroad! Some folks WALK faster than it! But you're getting there, Son, and I'm real proud of you!
LONG IS
RAILRO
Oh, Spirit of my dead Father! Why have you called me away from my adopted parents?!?
To tell you, my Son, that you have come of age now... and the time has come to make use of your great gifts for the benefit of Mankind!
I understand, Father! How shall I do that?
The secret is in the crystals that came with you from the planet Krapton! Remember, my Son! All knowledge... all strength... all power is in crystal!
FORGET crystal, my boy! Go into PLASTIC! That's where the money is!


Who was that, Father!?
Your Uncle Manny! Don't pay any attention to him!
And now... into my costume ... and off to Metropolitan City! Up... up... and away!

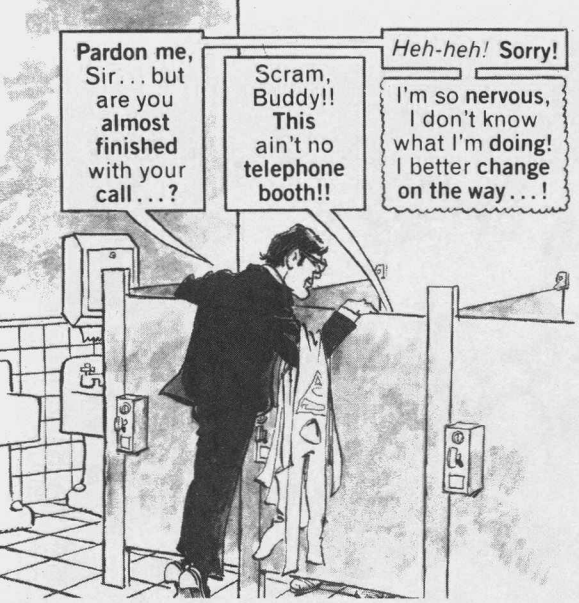
Hello! You must be Berry Blight, the Editor here at the "Daily Planetoid"! I'm mild-mannered Cluck Kennt, your new Reporter!
Holy Cow...! These office elevators are fast! As soon as I stepped into yours, I was up here in a flash!
Kennt... we're on the GROUND FLOOR here! You stepped into a broom closet!!
No wonder that lady with the funny hair wouldn't talk to me! She must've been a MOP!

Cluck... this is Lotus Lain, one of my Ace Reporters!
Listen, Lotus... he's a nice kid, but he's a square! He's also rather insecure! I think he can use a lot of ego-building!
Trust me, Chief!
Take me to lunch, Four-Eyes!
Hey... that's really puffing up the old ego!!

Sure nice of you to have lunch with me, Miss Lain!
Okay, Lady... hand over your purse and nobody gets hurt!
Cluck... he's got a GUN!
Stand aside, Miss Lain! I know exactly how to handle creeps like this!
Daily Planet

Here's the purse you wanted, Creep!
Hey, I could have done THAT, you silly pantywaisted twerp! Good-bye!!
But you heard what he said! If we give him the purse, nobody gets hurt! I didn't want to get hurt, did you? Pain is so icky-poo!
What the?!? I've heard of bullet-proof VESTS... but a bullet-proof CHEST?! Le'me out of here!!
BLAM! BLAM!

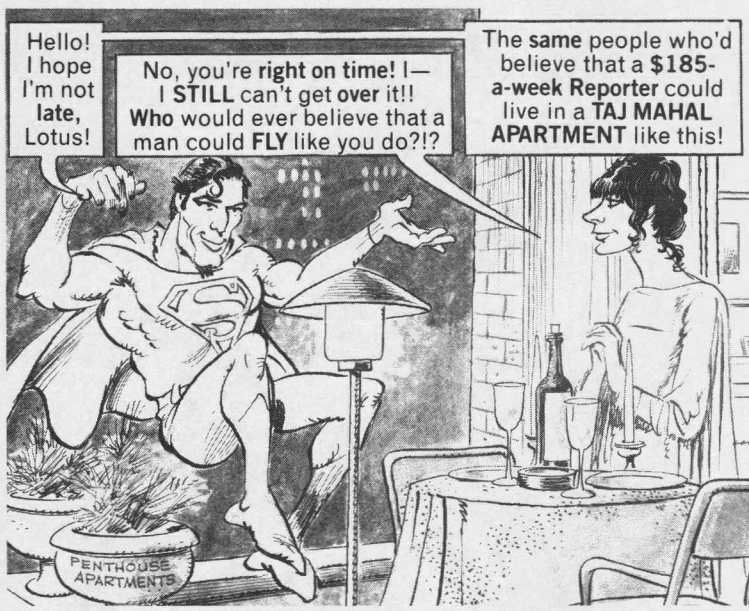
What's going on?!? Give me the whole story!
It's Lotus Lain! She was with some silly, panty-waisted twerp, and—
AFTER that! AFTER that!
She was getting into a Helicopter and it blew up and skidded off the edge of the roof! She fell out and she's just hanging there! See...?
Looks like it's finally time to go into action! I must find a place to change into my costume!

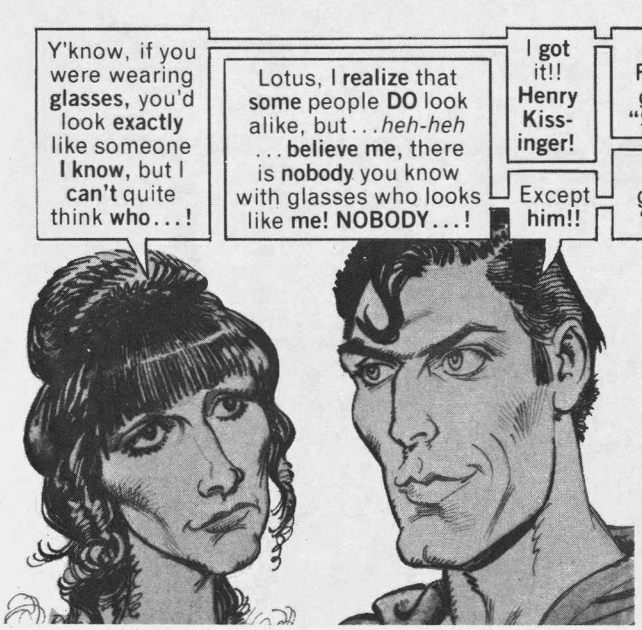

Pardon me, Sir... but are you almost finished with your call...?
Scram, Buddy!! This ain't no telephone booth!!
Heh-heh! Sorry!
I'm so nervous, I don't know what I'm doing! I better change on the way...!

Look... up in the sky! It's a bird!
It's a plane!
Nahh! It's just some weirdo in a cape who's probably late for a party on Fire Island!

Help! HELP! I'm FALLING!!

You—you saved my life!! Who are you? Where do you come from?
From a strange land, Ma'am! A place whose people and customs are totally alien to civilization as we know it today!
Oh! The BRONX, huh? Listen, if you're not doing anything tomorrow night, why don't you drop by my place?
It's a DATE, Ma'am!!


Hello! I hope I'm not late, Lotus!
No, you're right on time! I—I STILL can't get over it!! Who would ever believe that a man could FLY like you do?!?
The same people who'd believe that a $185-a-week Reporter could live in a TAJ MAHAL APARTMENT like this!
PENTHOUSE APARTMENTS


Y'know, if you were wearing glasses, you'd look exactly like someone I know, but I can't quite think who...!
Lotus, I realize that some people DO look alike, but... heh-heh ... believe me, there is nobody you know with glasses who looks like me! NOBODY...!
I got it!! Henry Kissinger!
Except him!!

You're fantastic! From now on, I'm going to call you "Superduperman"!
Great! And I'm going to call you "Old Eagle Eye"!
What a night! When did a mere mortal ever soar through the clouds, holding on to a god before?!
Probably the last time somebody flew 20,000 feet in the air without an OXYGEN MASK!!

It's been a **very exciting evening,** Lotus, hasn't it? But before I leave, there's **something** I've been **wanting** to do **all night,** and I **just can't wait** any longer, so—

Lotus . . . I want to **shake your hand** and **sincerely thank you** from the **bottom of my heart** for being such a **swell date!**

What a **SUPER GOD . . . !**

What a **SUPER DUD!!**

Cluck . . . I just got a tip that **Lox Looter,** the **arch-criminal,** is about to pull off a caper that will **destroy the entire West Coast!**

Didn't you just send **Lotus** to the Coast on a **special assignment?**

Yes, and if anything **happens** to that wonderful girl because of **me,** I'll **throw myself out the window,** and . . .

Mr. Blight, we're on the **Ground Floor!**

. . . I'll **sprain my ankle so badly,** you **won't believe it!**

Listen to me, **Onus,** my **stupid henchman,** and **Evil,** my **sexy girlfriend!** I, Lox Looter, am about to pull off the most **fiendish act** in the **history** of **crime** . . . *heh-heh . . . chortle!!*

Tell me, Boss, **why** are you always **wreaking vengeance** on the world??

It all began **13 years ago** when I was **turned down** for one of the **arch-villains** on the **"Batman" TV Series**— for being **too boring!** But, **I'll** show 'em!! **I'LL** show 'em, **NOW! NOBODY CAN STOP ME!**

"Nobody" is a **mighty big word,** Lox!

It's **Superduperman!** But you're **too late,** my friend! In a **few minutes,** a **500-megaton bomb** will **zoom across the country, strike** the **San Andreas fault,** cause a **mighty earthquake,** and send **California** into the **sea!!**

Lox, I plan to **stop** you . . . and have you **thrown into jail!**

On **WHAT CHARGE?!?**

Well . . . for **starters,** there's always **"Pre-Meditated Mischief"!**

Don't fight me, Lox! You **know** there's nothing on this planet that's a match for my super-duper strength!

Oh? How about something from **ANOTHER planet,** like this piece of **Kraptonite,** f'rinstance . . .

No! **No! Anything** but **that!**

Starting to get **all mushy inside?** Starting to get **weak** in the **knees?** This **Kraptonite** is **taking its toll,** right, "Stupidman"?!

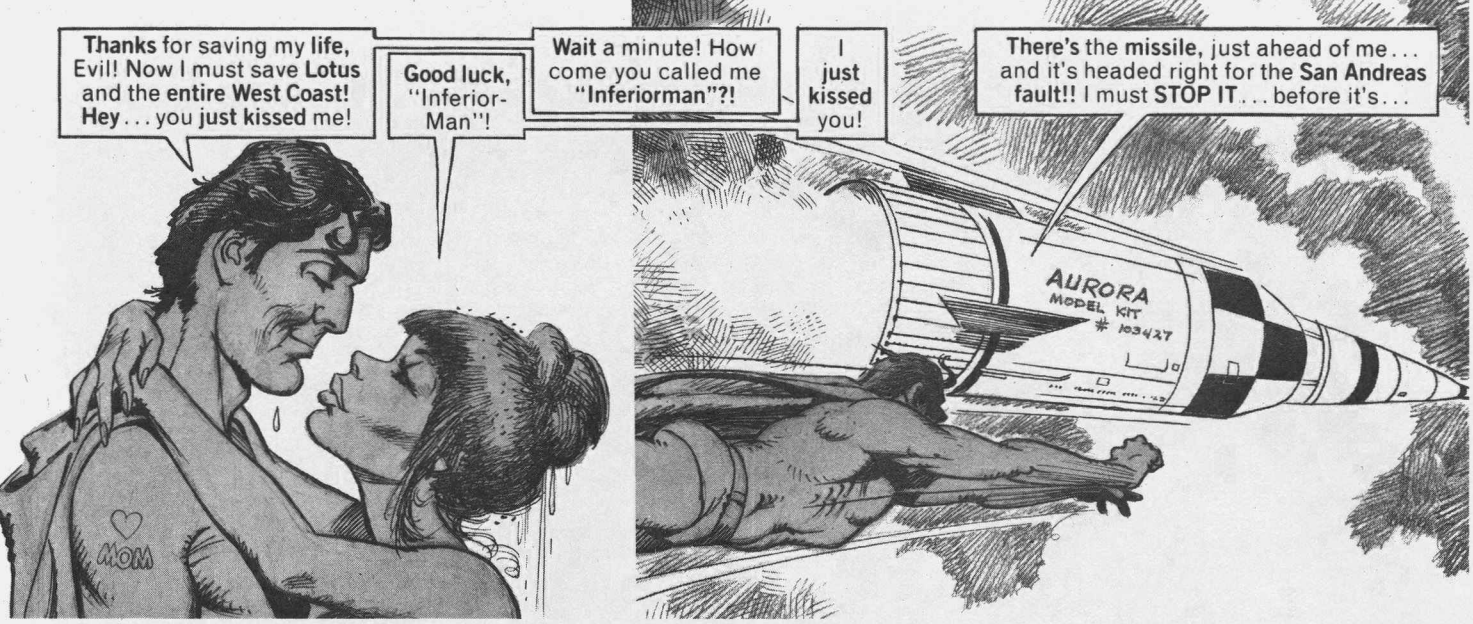
Right! And the **broad** in the **Bikini** isn't exactly **HELPING THINGS!!**

SPRING ST.

Hang in there, Superduperman! I'll **save** you! **Hang in there!**

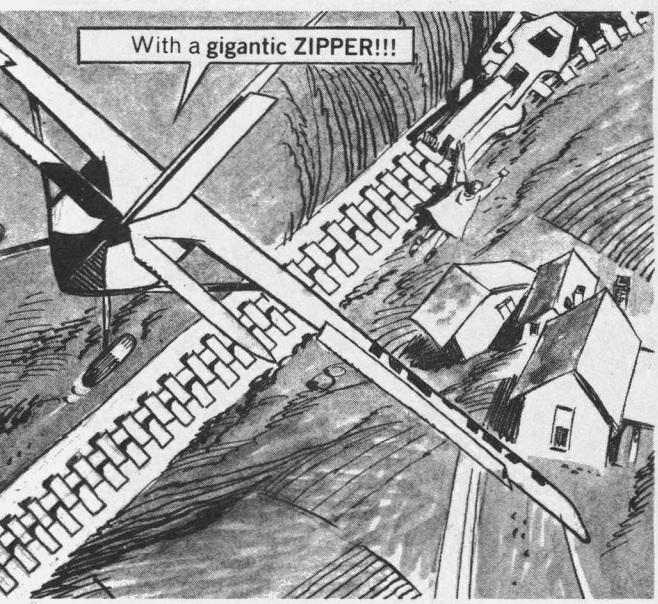
Evil, why are you **doing** this? You're **LOX's girl!** He's been **sleeping** with you for **years!!**

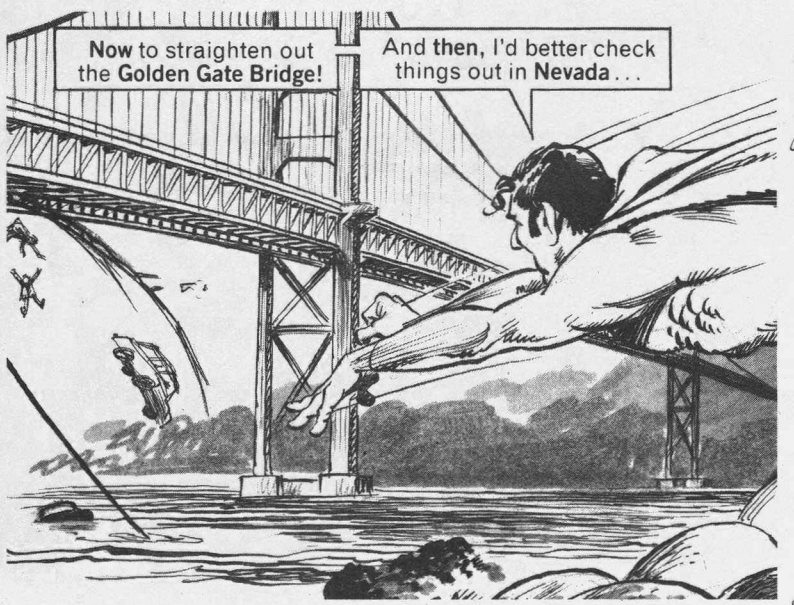
I **know!** And **just ONCE,** I'd like to find me a guy who'll **STAY AWAKE!**


Thanks for saving my life, Evil! Now I must save Lotus and the entire West Coast! Hey... you just kissed me!
Good luck, "Inferior-Man"!
Wait a minute! How come you called me "Inferiorman"?!
I just kissed you!
There's the missile, just ahead of me... and it's headed right for the San Andreas fault!! I must STOP IT... before it's...
MOM
AURORA
MODEL KIT
103427

...TOO LATE!!
BOOM!

Good Lord! The West Coast is doomed by a gigantic earthquake that will cause a gigantic holocaust! Even Superduperman can't stop it now!!
Wait! There IS a way he can stop it!
You mean??
Of course...


With a gigantic ZIPPER!!!

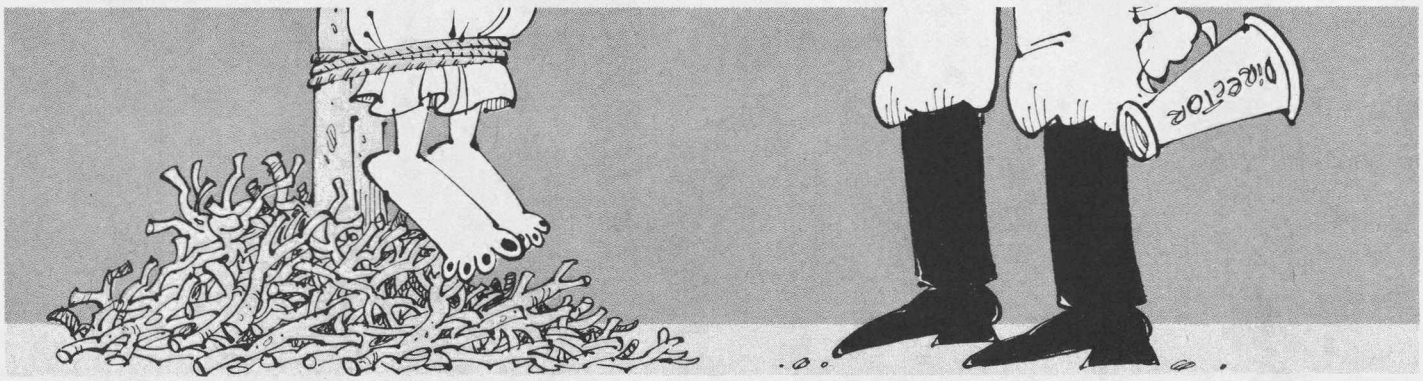

Now to straighten out the Golden Gate Bridge!
And then, I'd better check things out in Nevada...

BANG!!
There . . . I guess I patched up Hoover Dam pretty well!
But it looks like the quake hit Las Vegas pretty hard!!
I must find Lotus . . .
Lotus! LOTUS! Speak to me!! Oh, God . . . she's DEAD! DEAD . . . !
What can I do? I don't want to lose her!!
I know!! I'll TURN BACK THE CLOCK!!
No, my Son! You are forbidden to interfere with human history! You cannot use your powers to toy with time! You must let events run their natural course! Lotus is DEAD! you CANNOT bring her back to life!!
DO IT, Superduperman!! Turn back the clock! Use your powers! Bring Lotus back to life, NOW! It's important to you! To all of us!! DO IT! DO IT!!
Hey, LOOK! The SUN is setting!
What's strange about that . . . ?
Early in the MORNING? In the EAST?!
Hey! We're flying to EUROPE!
But that's where we CAME from!!
We're going back! TAIL FIRST!
I—Im ALIVE! I—I was DEAD, and now I'm ALIVE! How did you do it?
It was simple, Lotus! I merely spun the Earth backwards . . .
You turned back the clock?! But didn't you hear your Father's voice, warning you that you shouldn't?!?
Yes . . . but then I heard a chorus of other voices! They convinced me to do it!!
Who were they?
The Executives at Warner Brothers! They reminded me that without Lotus Lain, there's no "SUPERDUPERMAN II"!
COMING NEXT YEAR... SUPERDUPERMAN II

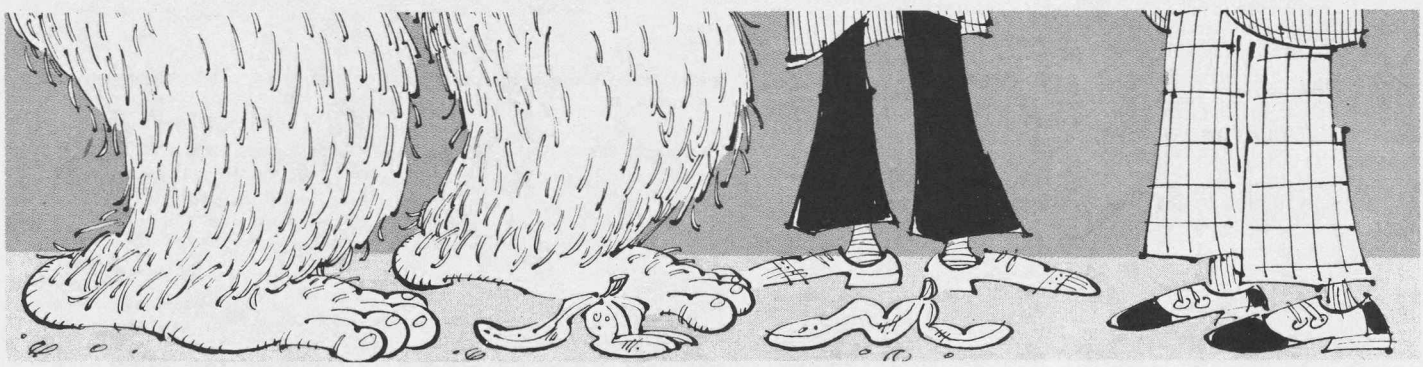
SHOE BIZ DEPT.

FOOTNOTES* TO

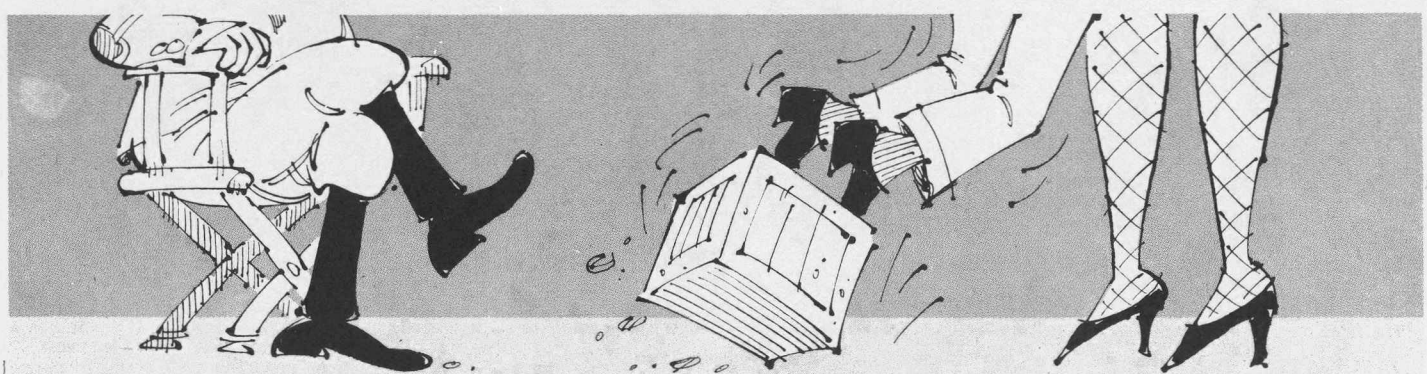
ARTIST: PAUL COKER, JR.



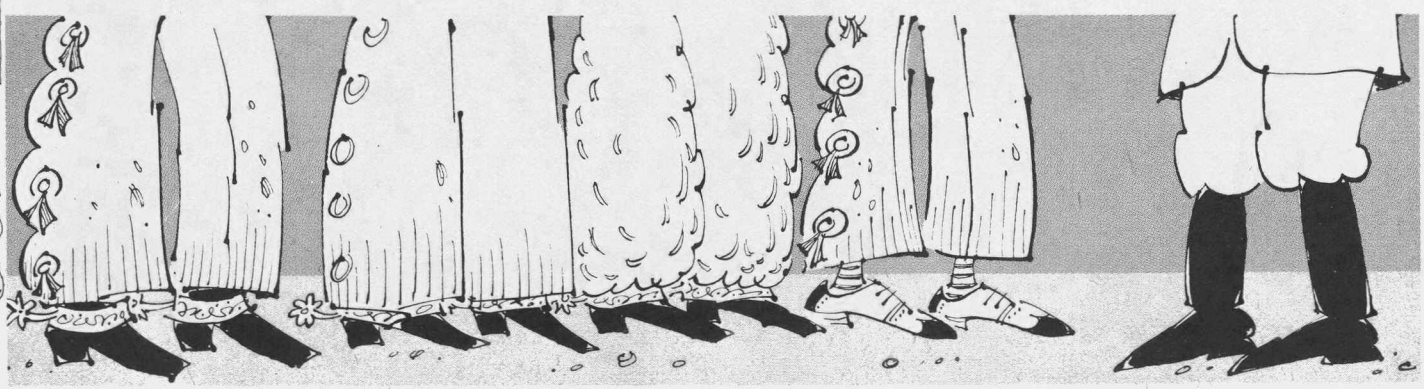
*"Sorry, but our Research Department insists that Joan of Arc did not wear nail polish!"



*"Okay! So he's got a great monster personality! But, can he act?"



*"Either we get ourselves a taller leading man, or this one learns how to balance!"

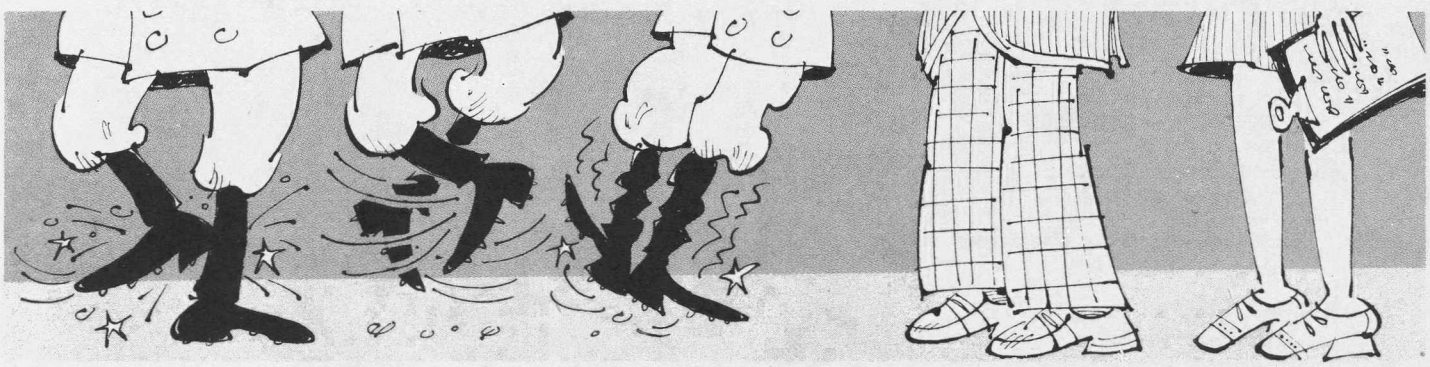


*"Get me the Wardrobe Department!"

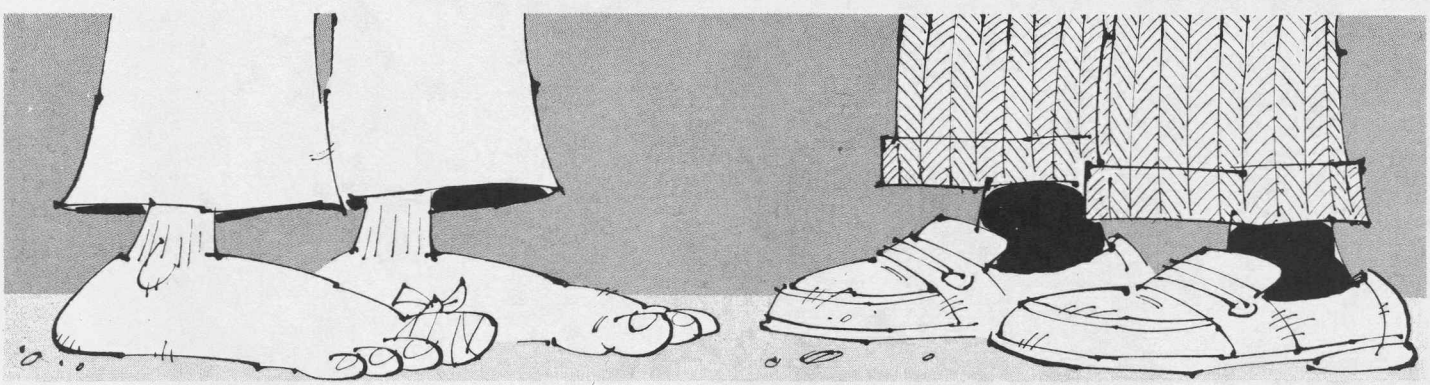
O HOLLYWOOD

WRITER: PAUL PETER PORGES

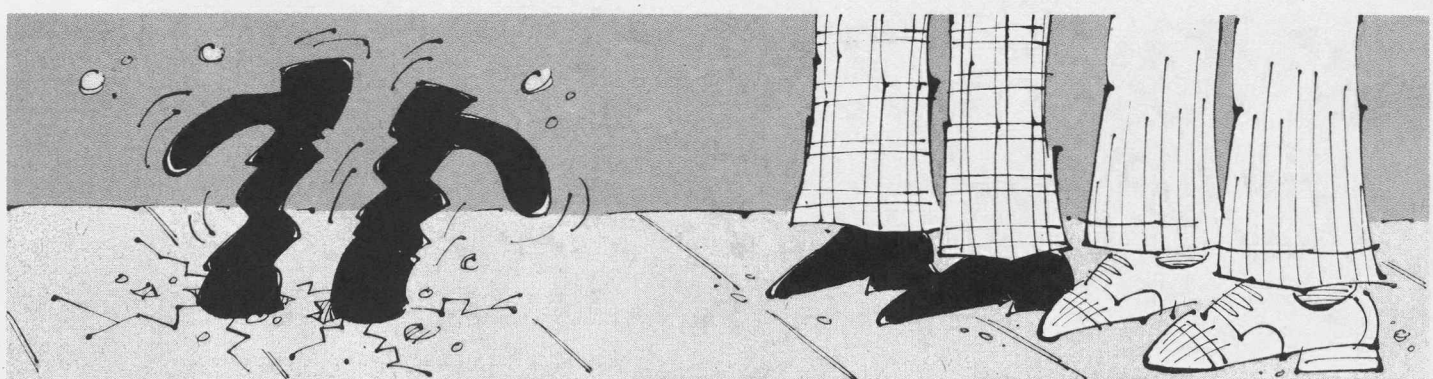
*"Toto did WHAT on the Tin Man...?!?"



*"Uh—let's have some Nazi extras out here that know how to click their heels!"



*"...but for the Kung Fu close-ups, we'll have to use your stand-in!"



*"Meet the greatest stuntman in the business..."

"X" PLOY-TATION DEPT.

Take a look at the ads for movies, and you can sure tell what sells films these days: Sex! Nudity! Drugs! Wild living! That's what brings the crowds to theatres! Well, this may work for the free-wheeling flicks of today . . . but what about the revivals of all those "square," mild movies of yesterday?

ADS FOR MO

ARTIST: BOB CLARKE

YOUNG, RESTLESS, YEARNING, GROPING FOR LOVE...
SHE FOUND HERSELF ALONE IN A CABIN WITH
SEVEN SEX-STARVED MEN!
AND EVEN THEY WEREN'T ENOUGH TO SATISFY HER!

SEE ... The Misshapen Monsters Who Whistled While They Shared Her Insatiable Love!

SEE ... The Strange Cravings Brought On By Irresistible "Apple Of Passion"!

SEE ... The Sadistic "Queen" Possessed With The Unnatural Urges Of Dark Desire!

SEE ... Snow White Physically Aroused By The First "Real" Man To Come Along!

SEE!

"SNOW WHITE AND THE SEVEN DWARFS"

IN LURID COLOR

"Makes 'Cinderella' look like a *fairy* tale!" Mc Diviate,—POST

How do you advertise a re-release of something like . . . say . . . "Snow White and the Seven Dwarfs" or "Born Free" to modern movie audiences? The answer, my friends, is written in these ads . . . the answer is written in these ads. So follow their example, and stretch the truth, like we've done with these

VIE REVIVALS

WRITER: FRANK JACOBS

He was A MAN DRIVEN MAD by a DESPERATE LONGING

To touch—
To fondle—
To possess

THE FORBIDDEN FLESH THAT TORMENTED HIS DESIRE!

AHAB—

A Man of the World Consumed by Waves of Passion! He had All He Desired—EXCEPT The One He Desired Most of All!

MOBY—

A Shimmering Creature of Abnormal Appetites Whose Soft, Curved, White, Tantalizing Body was TOO WILD Ever to be Possessed!

A RAW, NAKED STORY— PULSATING WITH PASSION!

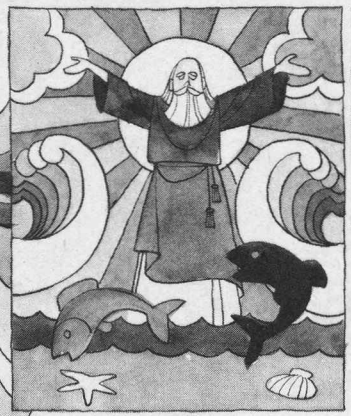
MOBY DICK

"Goes to great depths . . . a whale of a climax!"—De Generate, STAR

THEY "DROPPED OUT" OF LIFE ON A 40-YEAR FREAK-OUT IN THE DESERT!

They were the Now generation of 1200 B.C.—a far-out cult of Flower Children who thumbed their noises at the establishment until one cat with long hair, beard and sandals offered them "Tablets" that turned them all on! Where did he get them? Out of sight, man!

SEE MIND-BLOWING SCENES IN PSYCHEDELIC COLOR!



See the Red Sea split, then return to "zap" the Pharaoh's Pig Army!!

See Moses rap with God on Mount Sinai

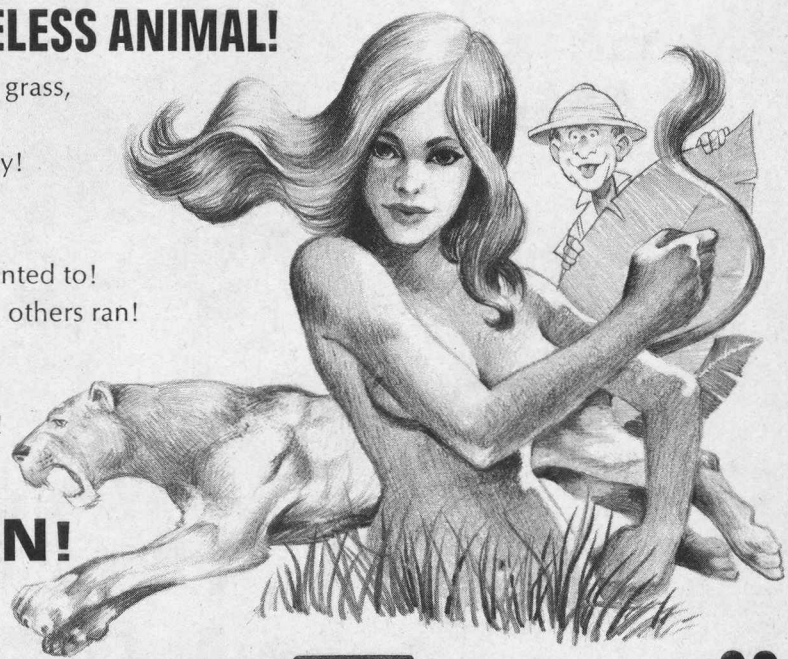
GROOVE ON

"THE TEN COMMANDMENTS"

"The bad trip with the Golden Calf flipped my wig!" Moss, ROLLING STONE

SHE BEHAVED LIKE A SHAMELESS ANIMAL!

Running unclad and unadorned through the grass,
Stretching her long, lean legs,
Flaunting the curves of her lithe, willing body!
They called her "wild"...
They called her "man-eater"...
She could tear your heart to shreds if she wanted to!
Ordinary men froze at the mere sight of her, others ran!
But *one man* wasn't afraid to hold her—
to tame her—
to call her his own!



SHE WAS BARE!
SHE WAS BRAZEN!
SHE WAS...

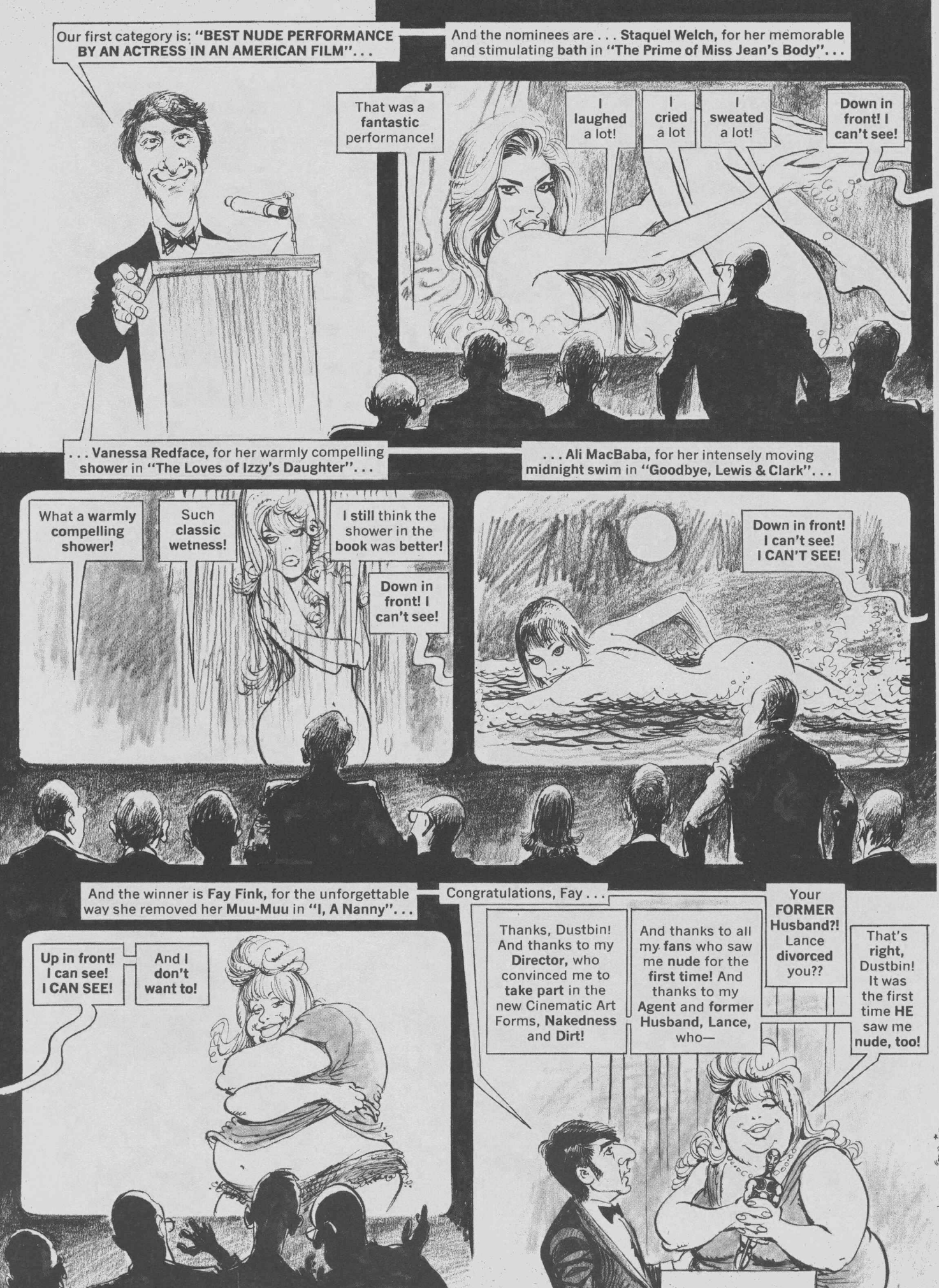
"Born Free"

"She has a lot to show, and she seems to like showing it!"—Oggle, PLAYBOY

It will soon be "Academy Awards" time again, and you know what that means! Once again the Film Industry will be looking for a different way to stage the same old tired event in an effort to keep America from falling asleep. Well, we've got news for Hollywood! The problem is not *how* you stage the Academy Awards Show . . . it's *what* you give the "Awards" *for!* Since movies have changed so radically in the past few years, so should the categories! Who cares about "Best Cinematography—Black and White". . . or even "Best Picture"?! Why not recognize the really important elements in today's movies? To give you an idea of what we are talking about, here is

THE ACADEMY AWARDS SHOW WE'D LIKE TO SEE

ARTIST: MORT DRUCKER WRITER: LARRY SIEGEL


Our first category is: "BEST NUDE PERFORMANCE BY AN ACTRESS IN AN AMERICAN FILM"...
And the nominees are ... Staquel Welch, for her memorable and stimulating bath in "The Prime of Miss Jean's Body"...
That was a fantastic performance!
I laughed a lot!
I cried a lot
I sweated a lot!
Down in front! I can't see!
... Vanessa Redface, for her warmly compelling shower in "The Loves of Izzy's Daughter"...
... Ali MacBaba, for her intensely moving midnight swim in "Goodbye, Lewis & Clark"...
What a warmly compelling shower!
Such classic wetness!
I still think the shower in the book was better!
Down in front! I can't see!
Down in front! I can't see! I CAN'T SEE!
And the winner is Fay Fink, for the unforgettable way she removed her Muu-Muu in "I, A Nanny"...
Congratulations, Fay ...
Up in front! I can see! I CAN SEE!
And I don't want to!
Thanks, Dustbin! And thanks to my Director, who convinced me to take part in the new Cinematic Art Forms, Nakedness and Dirt!
And thanks to all my fans who saw me nude for the first time! And thanks to my Agent and former Husband, Lance, who—
Your FORMER Husband?! Lance divorced you??
That's right, Dustbin! It was the first time HE saw me nude, too!

The next category is for **"BEST PERFORMANCE BY AN ACTOR AS A SEXUAL WEIRDO"!** And the nominees are . . .

. . . **Warren Beauty,** for his unforgettable portrayal of the **Sneaker Fetishist** in **"They Came To Rob Thom McKan's"**. . .

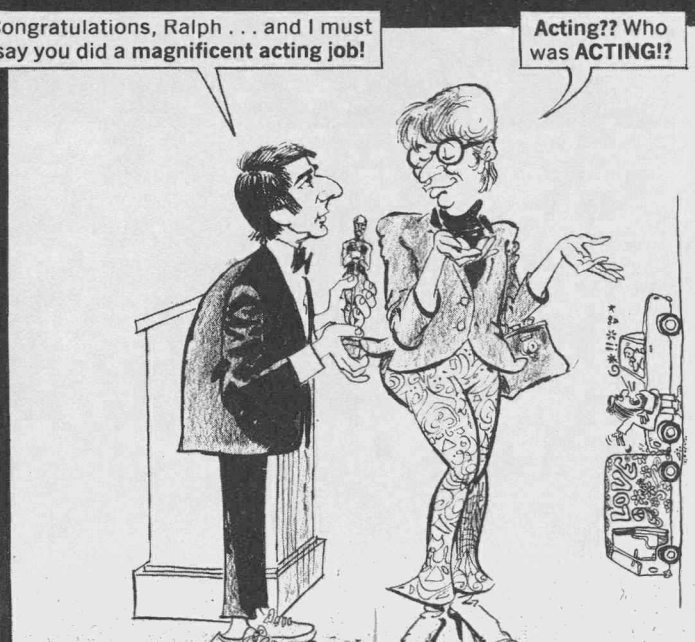
. . . **Lee Melvin,** for his memorable characterization of the **Sensitive Sadist** in **"Hell In The Pacific Palisades"**. . .

. . . **James Coldburn,** for his inspired interpretation of the **Compulsive Peeping Tom** in **"I Am Curious, But Yellow"**. . .

And the winner is **Ralph Flem,** for his great performance as the **Interior Decorator** in **"God Save The Queens"**. . .

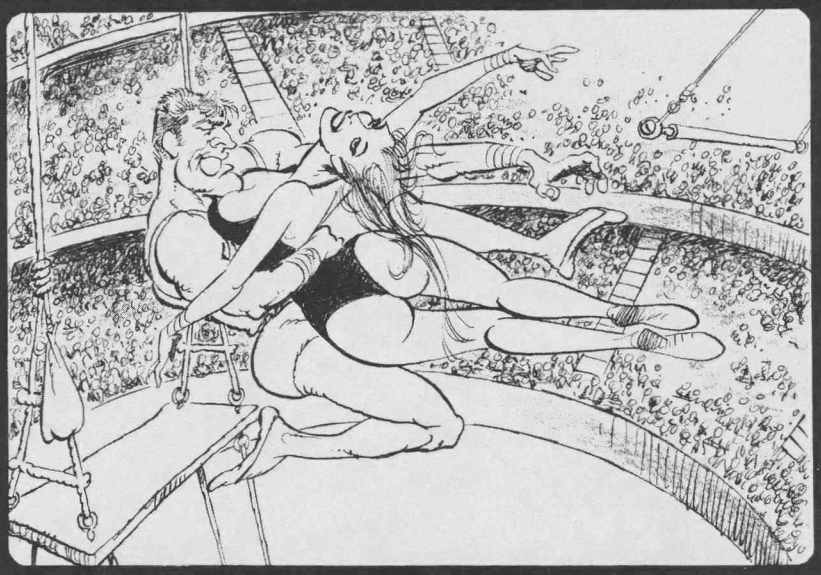
Congratulations, Ralph . . . and I must say you did a **magnificent acting job!**

Acting?? Who was **ACTING!?**

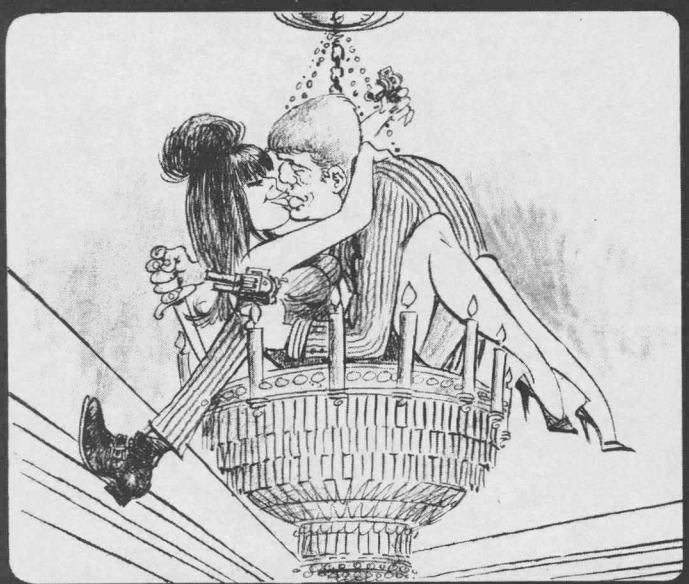


The next category is for **"BEST SCENIC DESIGN FOR A LOVE SCENE IN A CONTEMPORARY FILM"!** The nominees are . . .

. . . **Henry Fromm,** for the magnificent **trapeze** he created for those great erotic love scenes in **"The Swingers"**. . .



. . . **Peter Pizzaz,** for the fabulous **chandelier** he designed for the final love scene in **"Hold Me, Kiss Me. Kill me"**. . .



. . . **Sid Tweek,** for his fantastic reproduction of **Macy's window** for the orgy scene in **"New Miracle on 34th Street"**. . .

. . . and the winner is **Robert Grammis** for the memorable **bed** he designed for those exciting and stimulating love scenes in **"If It's Wednesday, You Must Be Mabel"**. . .

Between you and me, Bob, what made you design something as old-fashioned as a **bed** for a love scene?

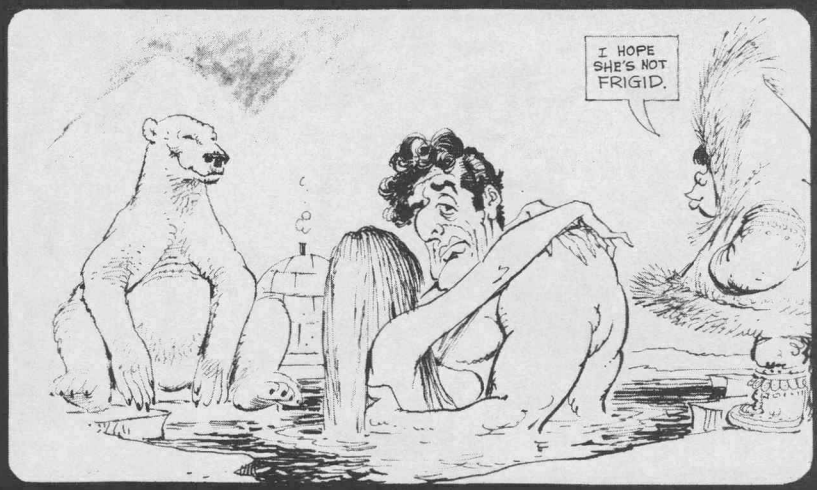
I did it for the **youngsters** of America, Dustbin!

You mean . . .?

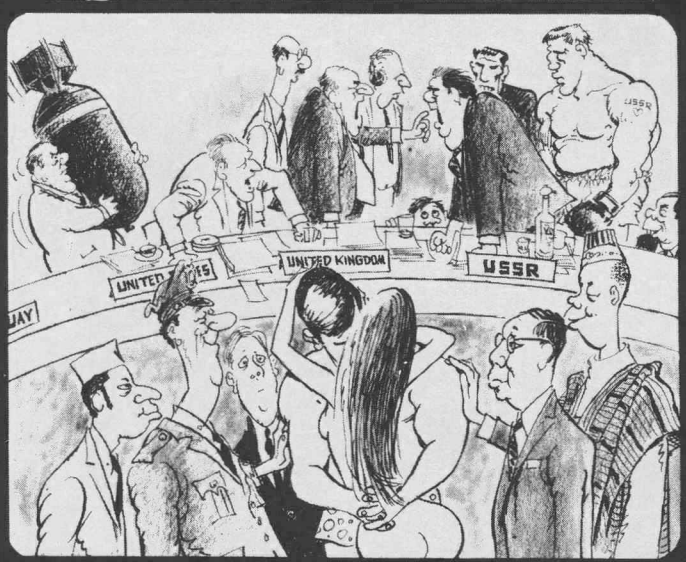
That's **right!** Ours was the only **"Family Picture"** of the **year!**

Every film must have **at least one "Sex Scene"** nowadays! Since a "Sex Scene" is not always easy to **fit in,** our next category is for **"BEST DIRECTOR OF A SEX SCENE THAT WAS CREATED OUT OF NOWHERE"!** The nominees are:

Kenneth Printz, for the imaginative **"Sex-While-Swimming"** scene he created for the film **"Nanook And Olga",** which starred those **two late greats, Sandy Dent** and **Gary Farbel,** both of whom, unfortunately, succumbed to **pneumonia . . .**



. . . Arnold Fleber, for the way he introduced a **"Sex Scene"** from out of nowhere during a **debate** in the **United Nations General Assembly,** in the picture, **"Ivan and Shirley". . .**



. . . Mario Puccini, for his highly-sensitive **"Sex Scene"** when **Columbus** calls on **Queen Isabella** in **"Chris and Issy". . .**

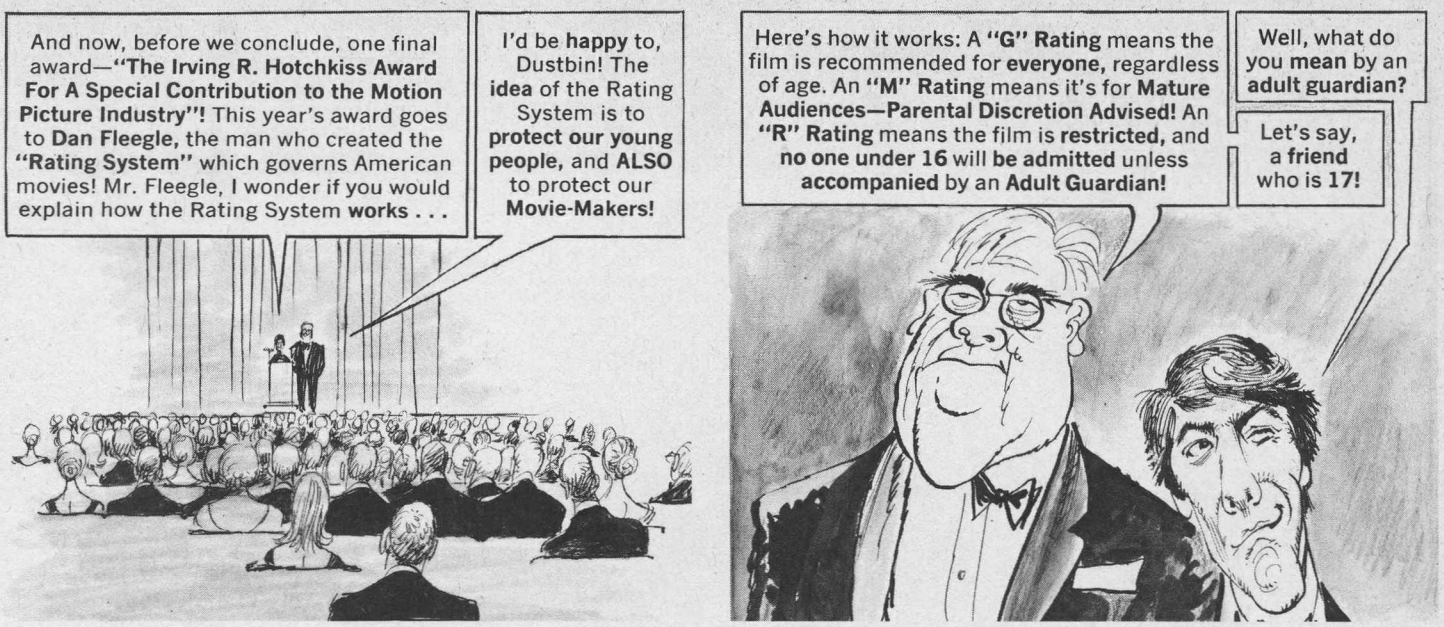
And the winner is **Jacques LaStropp,** for his exciting **"Sex-At-The-Funeral"** scene in **"The Killing of George's Sister". . .**

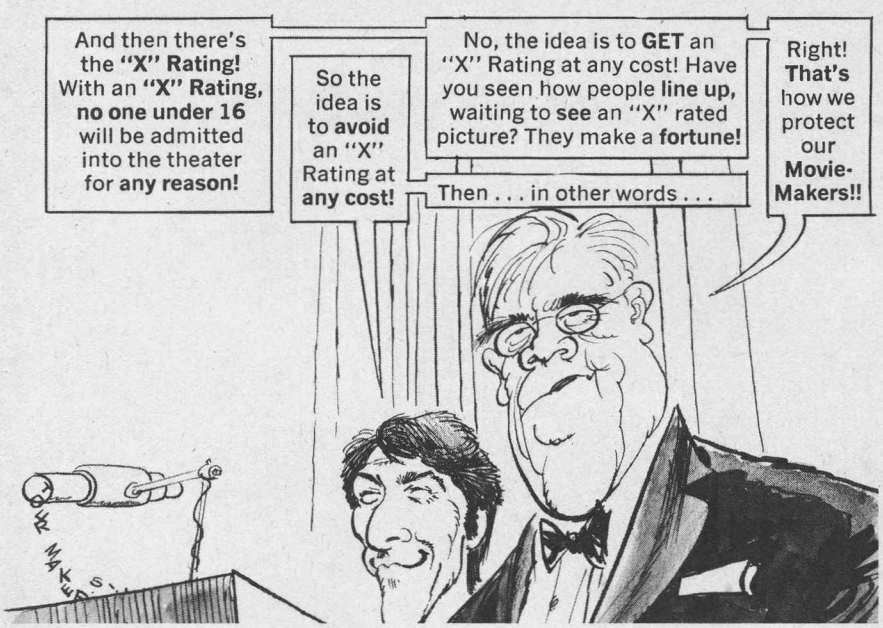
Congratulations, Jacques! I hear you're working on a **new** film!

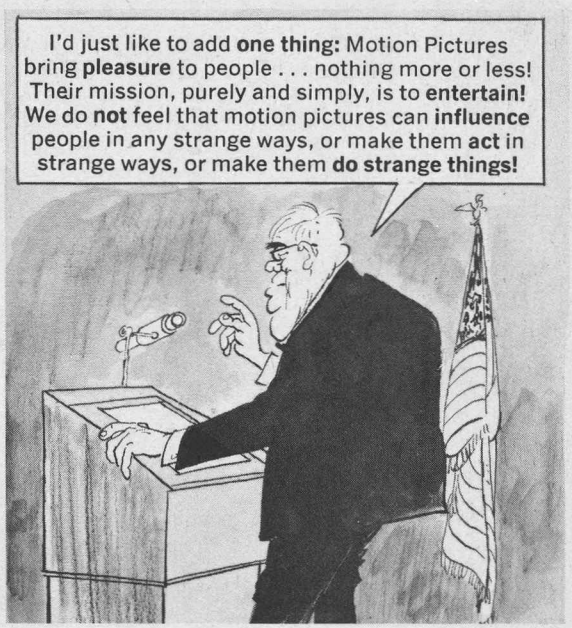
That's right, Dustbin! It's going to be a **re-make** of **"The Wizard of Oz"!**

A RE-MAKE?! But the **original** is still doing **fantastically . . .** and it seems to have **EVERYTHING!**

Topless Witches . . .?!!

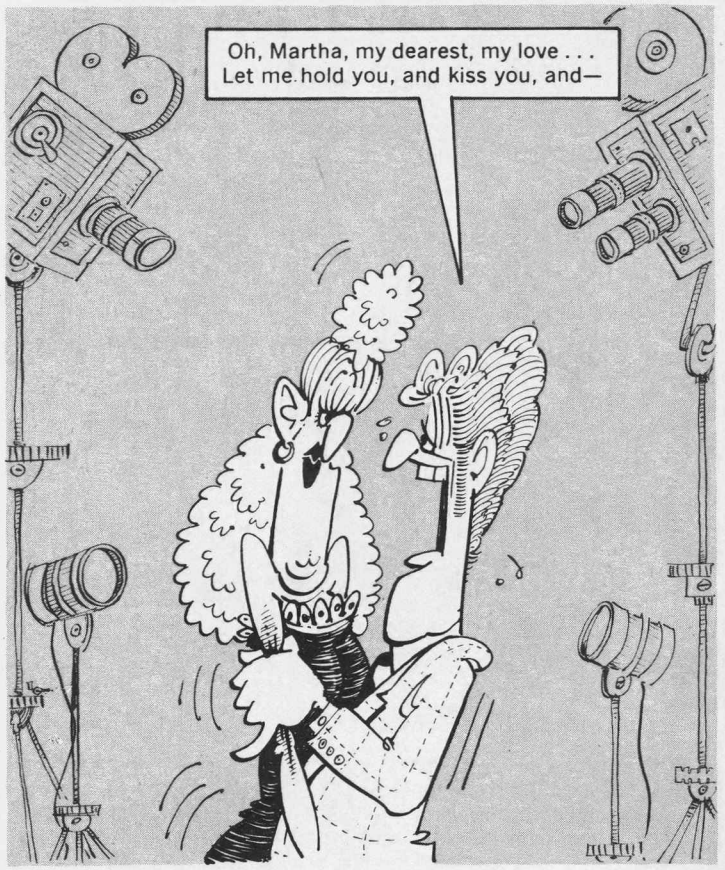

And now, before we conclude, one final award—"The Irving R. Hotchkiss Award For A Special Contribution to the Motion Picture Industry"! This year's award goes to Dan Fleegle, the man who created the "Rating System" which governs American movies! Mr. Fleegle, I wonder if you would explain how the Rating System works . . .
I'd be happy to, Dustbin! The idea of the Rating System is to protect our young people, and ALSO to protect our Movie-Makers!
Here's how it works: A "G" Rating means the film is recommended for everyone, regardless of age. An "M" Rating means it's for Mature Audiences—Parental Discretion Advised! An "R" Rating means the film is restricted, and no one under 16 will be admitted unless accompanied by an Adult Guardian!
Well, what do you mean by an adult guardian?
Let's say, a friend who is 17!

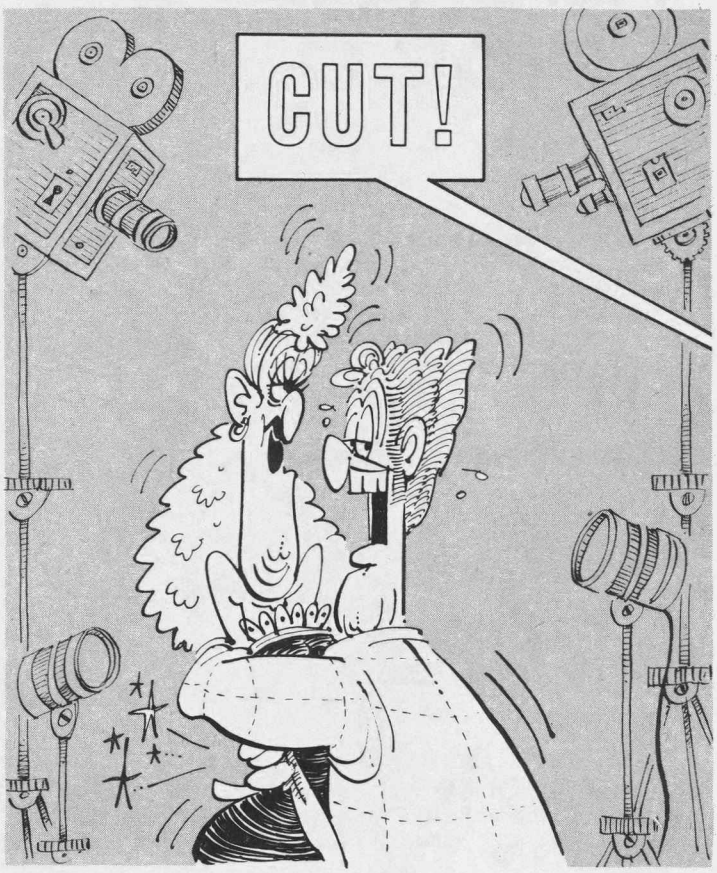

And then there's the "X" Rating! With an "X" Rating, no one under 16 will be admitted into the theater for any reason!
So the idea is to avoid an "X" Rating at any cost!
No, the idea is to GET an "X" Rating at any cost! Have you seen how people line up, waiting to see an "X" rated picture? They make a fortune!
Then . . . in other words . . .
Right! That's how we protect our Movie-Makers!!

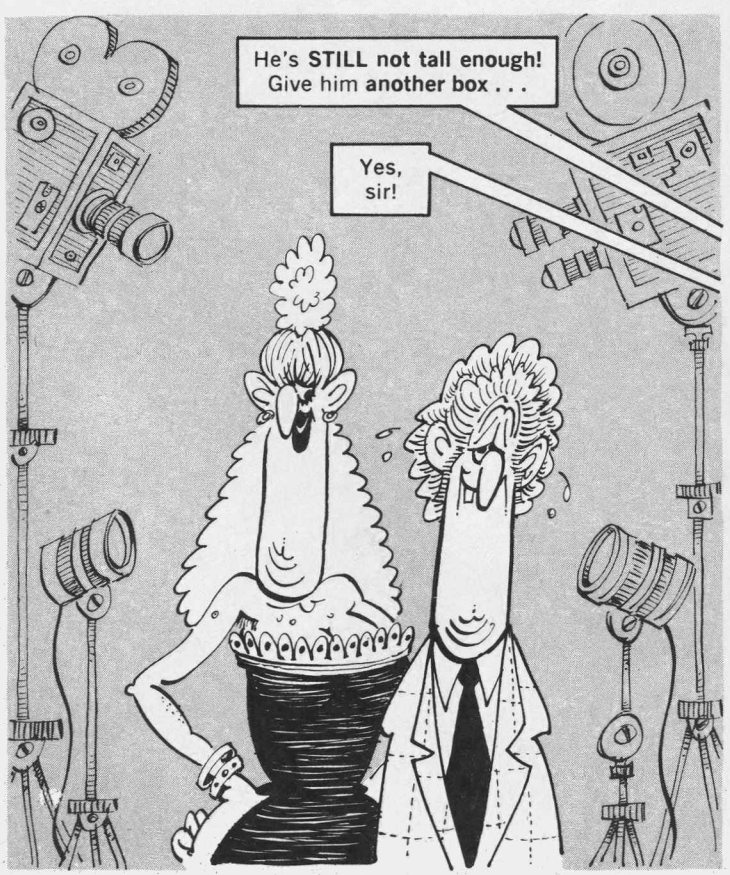

I'd just like to add one thing: Motion Pictures bring pleasure to people . . . nothing more or less! Their mission, purely and simply, is to entertain! We do not feel that motion pictures can influence people in any strange ways, or make them act in strange ways, or make them do strange things!

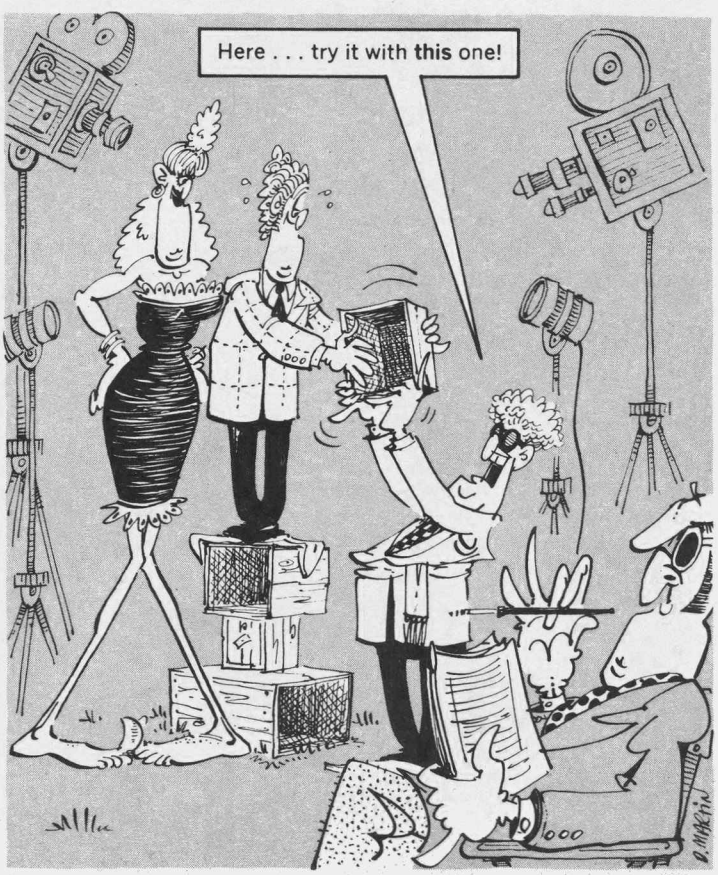
Thank you, Mr. Fleegle! And now, on behalf of "The Motion Picture Academy", this is Dustbin Hoffman saying . . . "Good Night from Hollywood"!!
EXIT

ON THE SET


Oh, Martha, my dearest, my love . . .
Let me hold you, and kiss you, and—

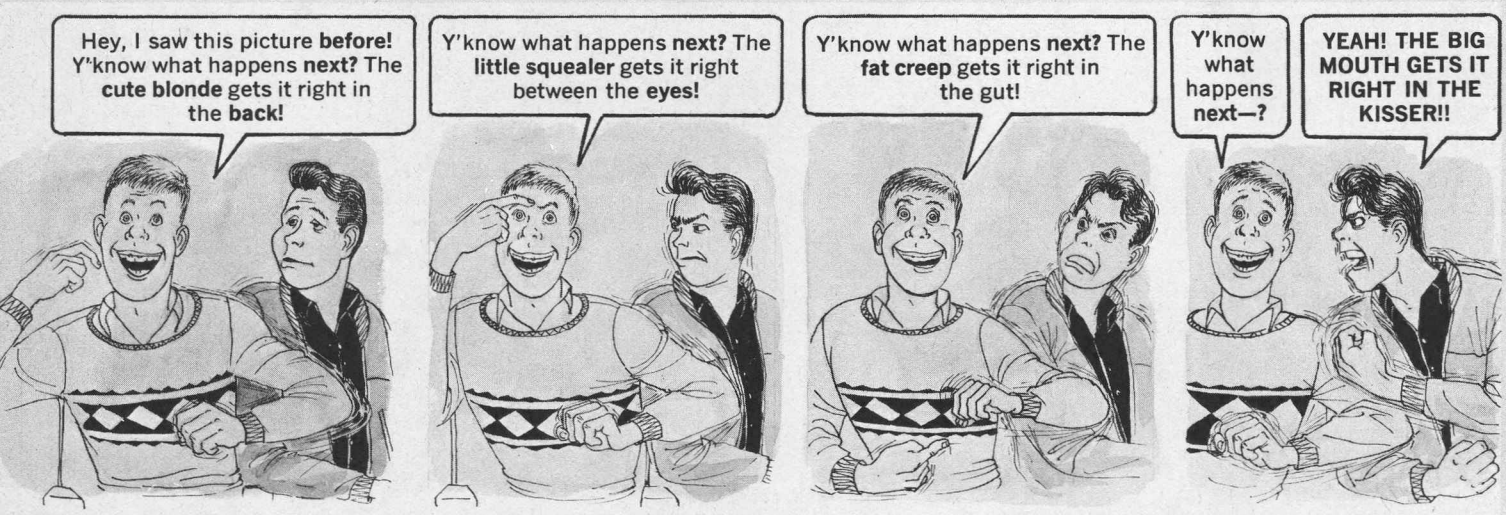

CUT!


He's **STILL not tall enough!**
Give him **another box . . .**
Yes, sir!

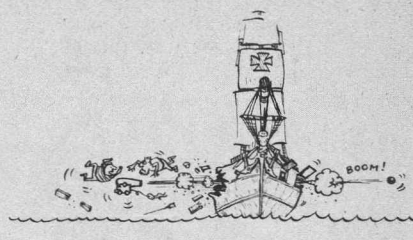

Here . . . try it with **this** one!

BERG'S-EYE VIEW DEPT.

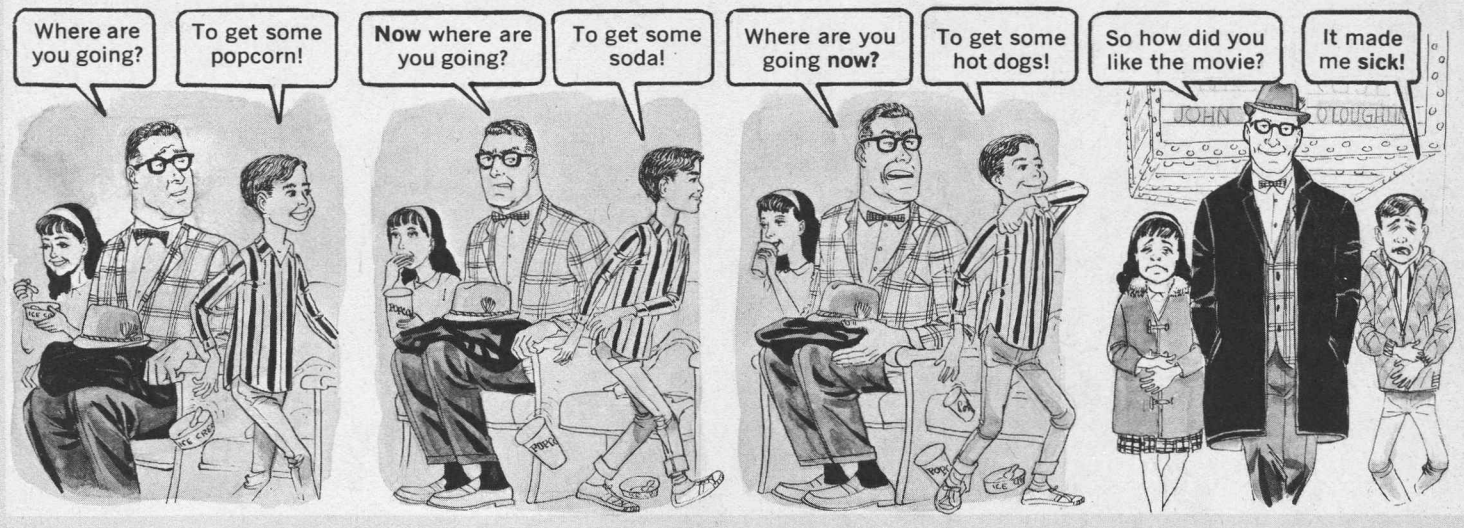
THE LIGHTER SIDE OF GOING TO

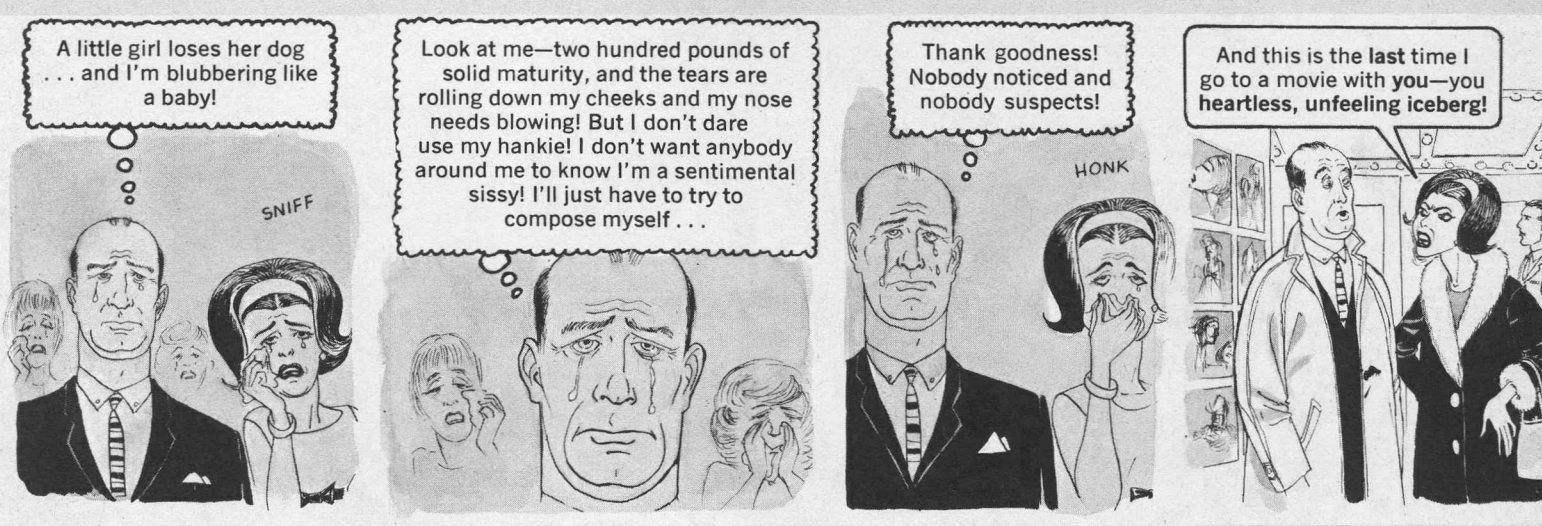


THE MOVIES



ARTIST & WRITER: DAVE BERG

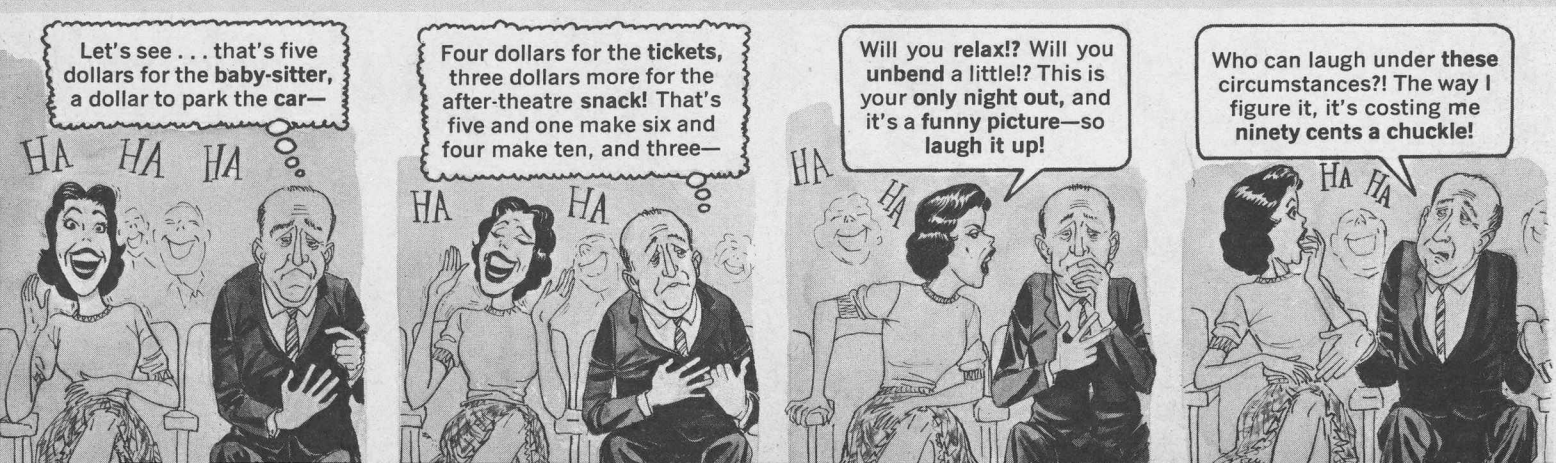




What's the audience **laughing** at? The guy on the screen just got his **head** bashed in! What kind of sense of humor laughs at other people's **misfortunes?**
HA HA
HA HA
Pardon me . . .
OOOPS!
AAAA
HA HA

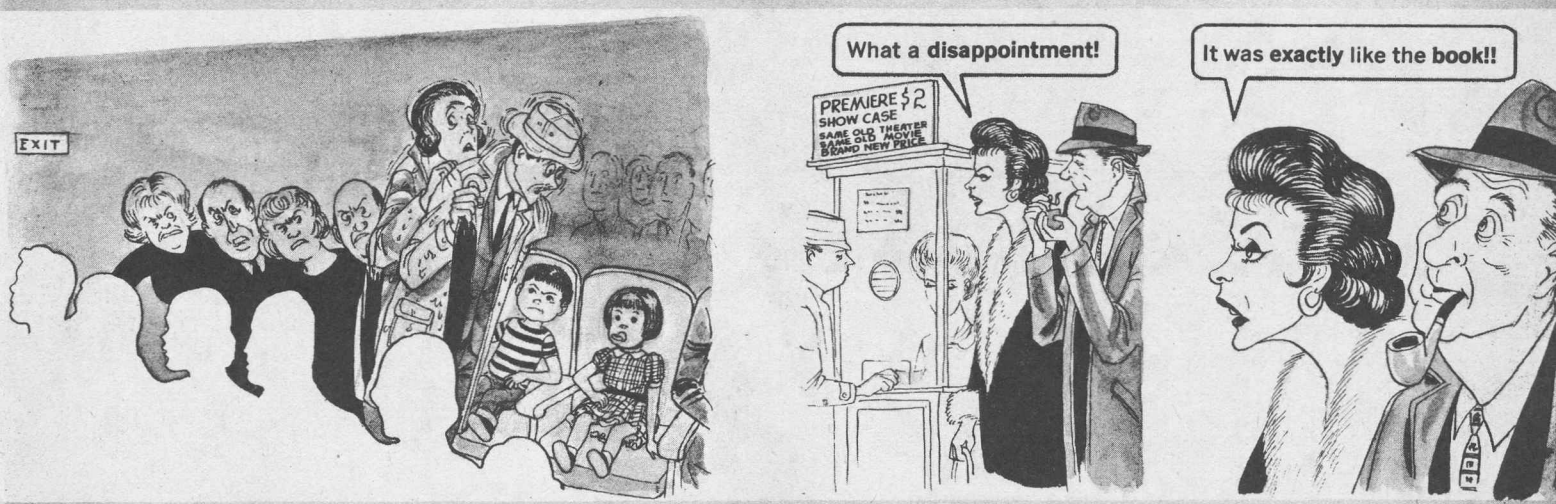
Oh, Mildred—I must tell you! I just saw the most **wonderful picture!**
MOLLY'S FOLLY
WITH
BETH McLASE ALBERT SCOT
I have never enjoyed **any** picture the way that I enjoyed **this one!**
Every moment of it was a **sheer delight—pure ecstasy—just heaven!**
I cried like a baby through the whole thing!

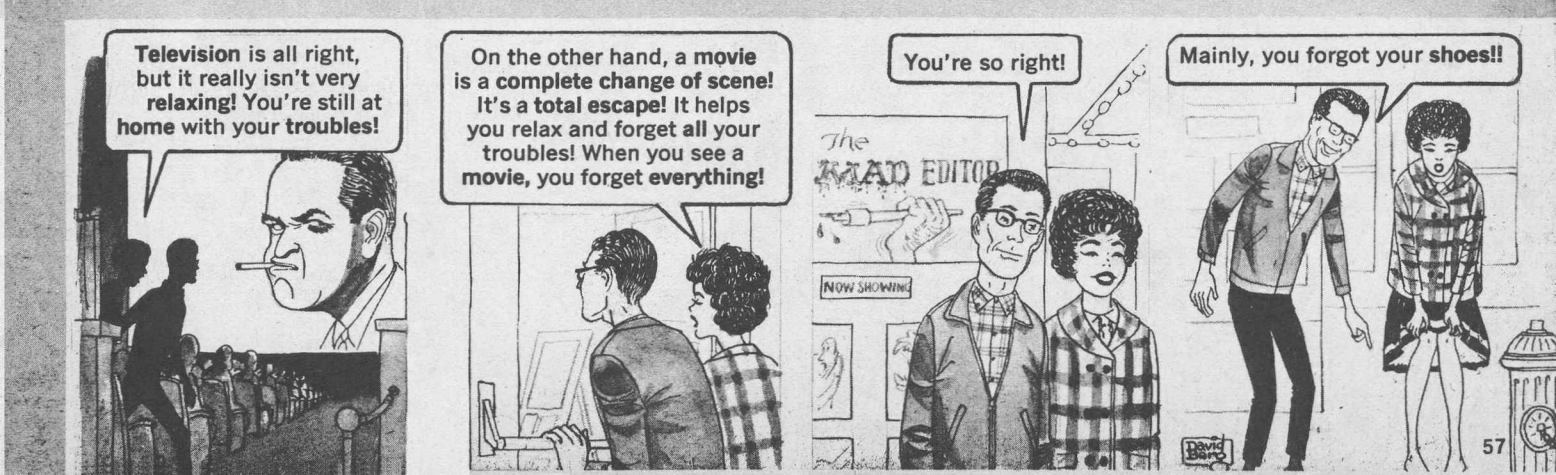
Looks awfully **crowded!**
Wait! I see two seats—in there!
EXIT
Pardon us!
OUCH!
Pardon us!
OWW!
Excuse us!
GRUNT!
Pardon us!
OUCH!


Let's see . . . that's five dollars for the **baby-sitter,** a dollar to park the **car—**
HA HA HA
Four dollars for the **tickets,** three dollars more for the after-theatre **snack!** That's five and one make six and four make ten, and three—
HA HA
Will you **relax!?** Will you **unbend** a little!? This is your **only night out,** and it's a **funny picture—so laugh it up!**
HA HA
Who can laugh under **these** circumstances?! The way I figure it, it's costing me **ninety cents a chuckle!**
HA HA

What a marvelous picture! Those love scenes in the forest were sensational!
Yeah—but those love scenes in the balcony were disgusting!!

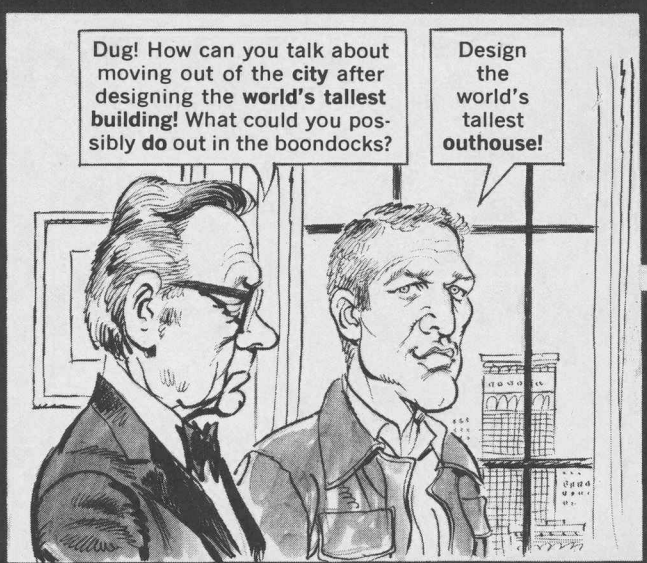
It's amazing what Hollywood can do with your emotions and loyalties!
You're so right! They can actually make you cheer the bad guys, and "boo" the good guys . . . depending upon what approach they take!
YAY! HERE COMES THE U.S. CAVALRY!!
MASSACRE THEM INDIAN FINKS!
KILL THE DIRTY REDSKINS!


EXIT
What a disappointment!
PREMIERE $2
SHOW CASE
SAME OLD THEATER
SAME OLD MOVIE
BRAND NEW PRICE
It was exactly like the book!!


Television is all right, but it really isn't very relaxing! You're still at home with your troubles!
On the other hand, a movie is a complete change of scene! It's a total escape! It helps you relax and forget all your troubles! When you see a movie, you forget everything!
You're so right!
The MAD EDITOR
NOW SHOWING
Mainly, you forgot your shoes!!
David Berg

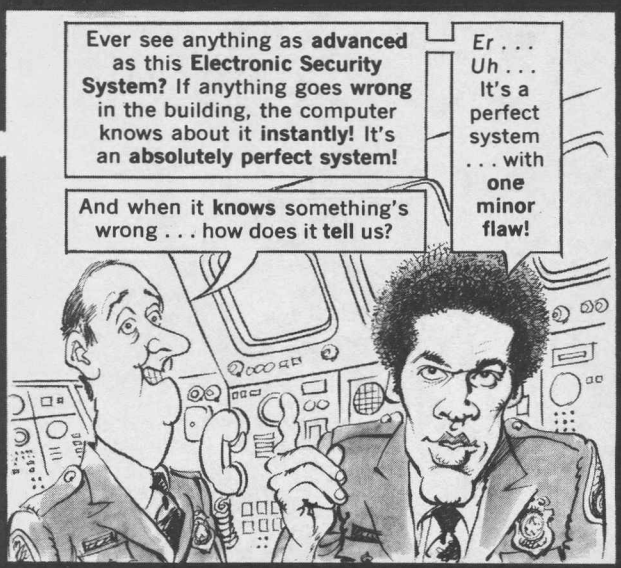
PLOT-BOILER DEPT.

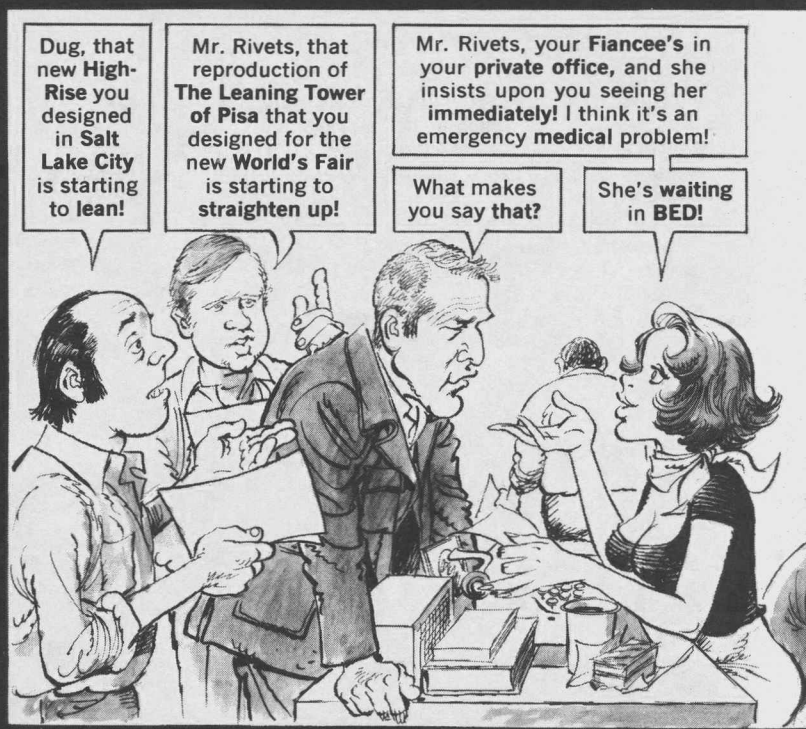
When you have problems and you don't want to think about them, what do you do? You go to the movies to take your mind off things, right? Wrong! Today, they're making movies that only *add* to your worries! Like—if you enjoy taking cruises, you can worry about dying in a "Poseidon Adventure"! Or if you live in the Los Angeles area, you can worry about dying in an "Earthquake"! Or, as is the case in this latest disaster epic, if you live or work in a modern, glass-walled skyscraper, you can worry about dying in—

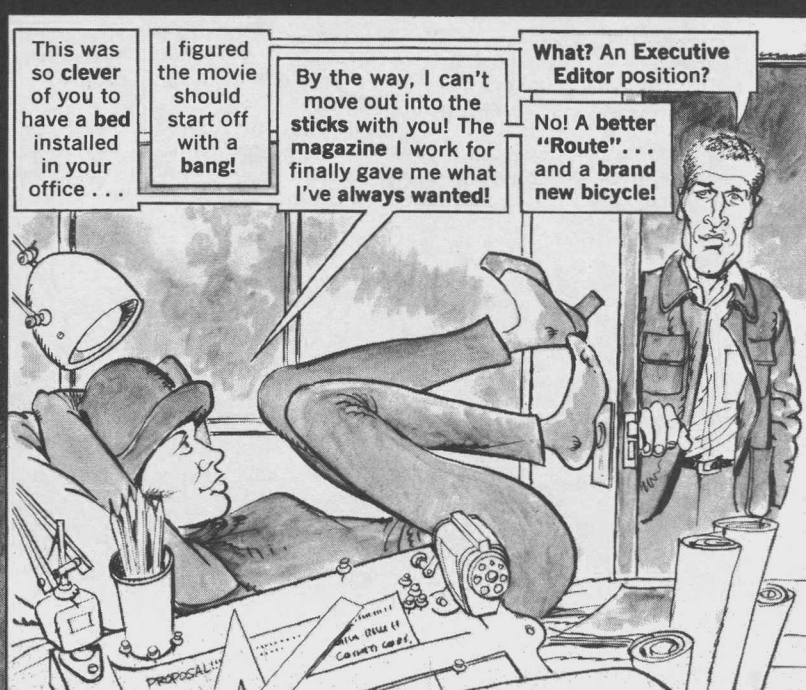


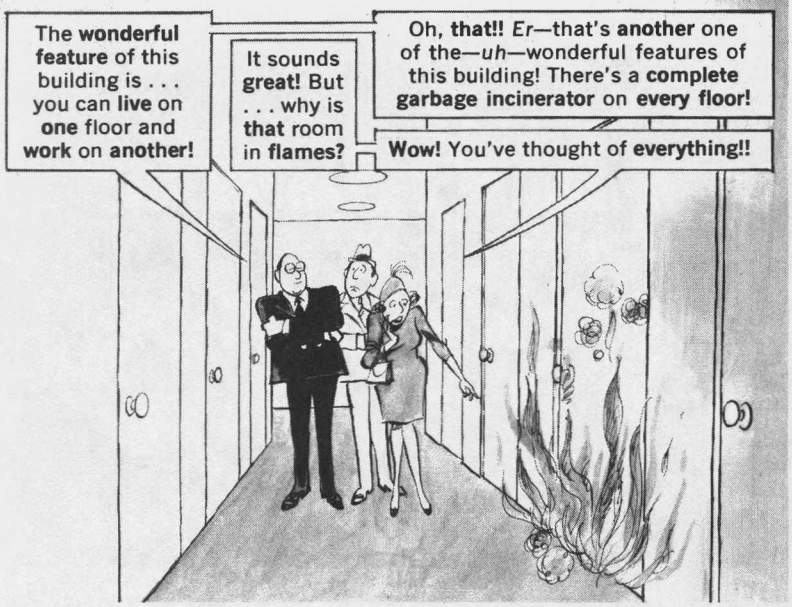
THE TOWERING STERNO

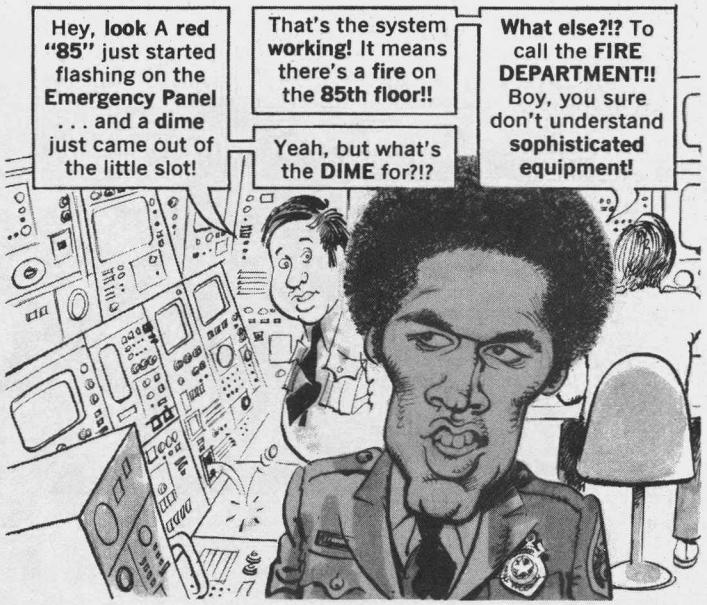
ARTIST: MORT DRUCKER WRITER: DICK DE BARTOLO

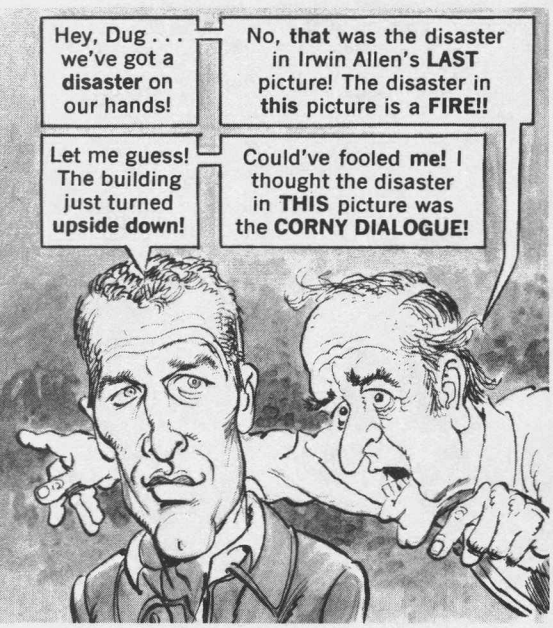


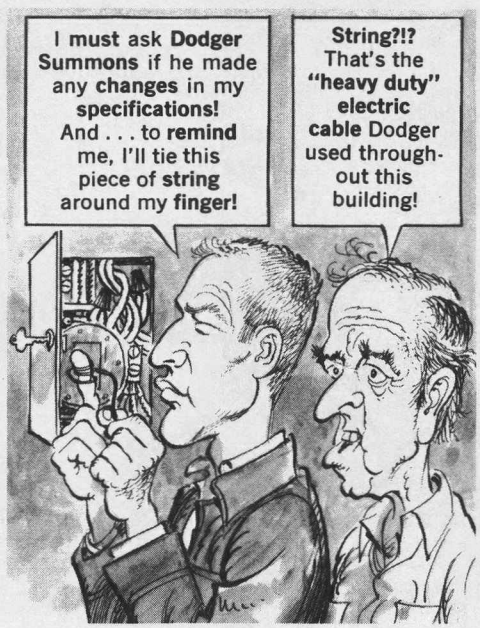


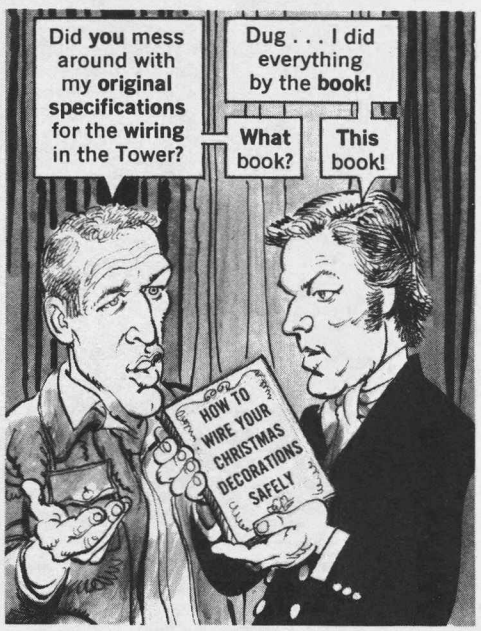


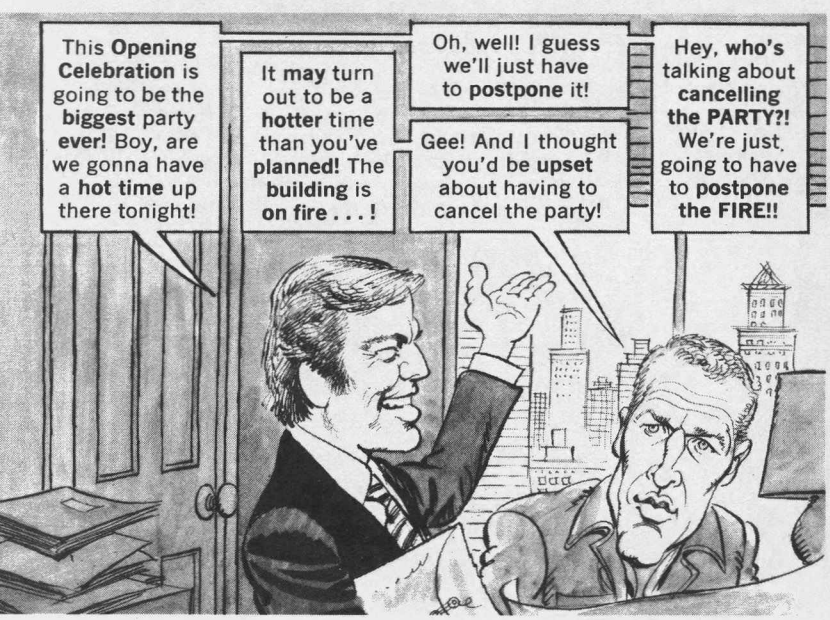

The **wonderful feature** of this building is . . . you can **live** on **one** floor and **work** on **another!**
It sounds **great!** But . . . why is **that** room in **flames?**
Oh, **that!!** *Er*—that's **another** one of the—*uh*—wonderful features of this building! There's a **complete garbage incinerator** on **every floor!**
Wow! You've thought of **everything!!**

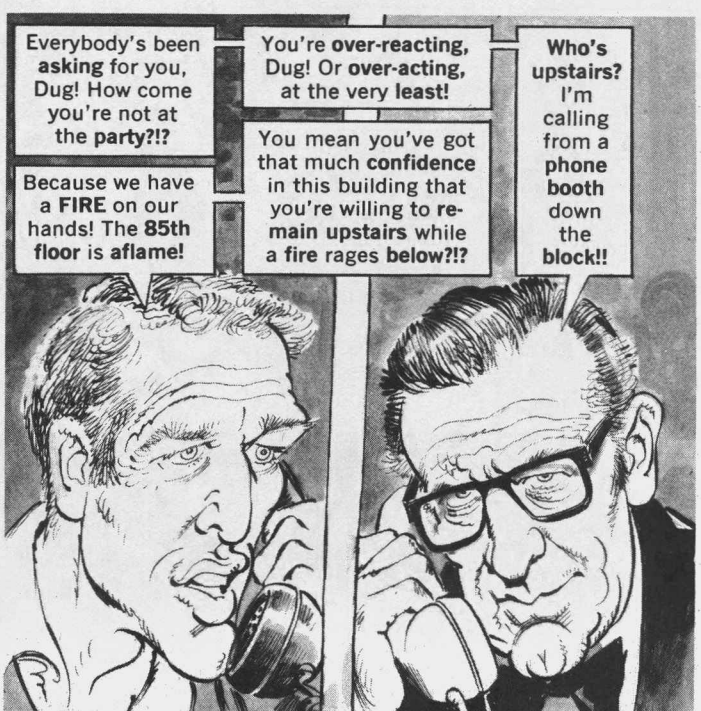

Hey, **look A red "85"** just started flashing on the **Emergency Panel** . . . and a **dime** just came out of the little slot!
That's the system **working!** It means there's a **fire** on the **85th floor!!**
Yeah, but what's the **DIME** for?!?
What else?!? To call the **FIRE DEPARTMENT!!** Boy, you sure don't understand **sophisticated equipment!**

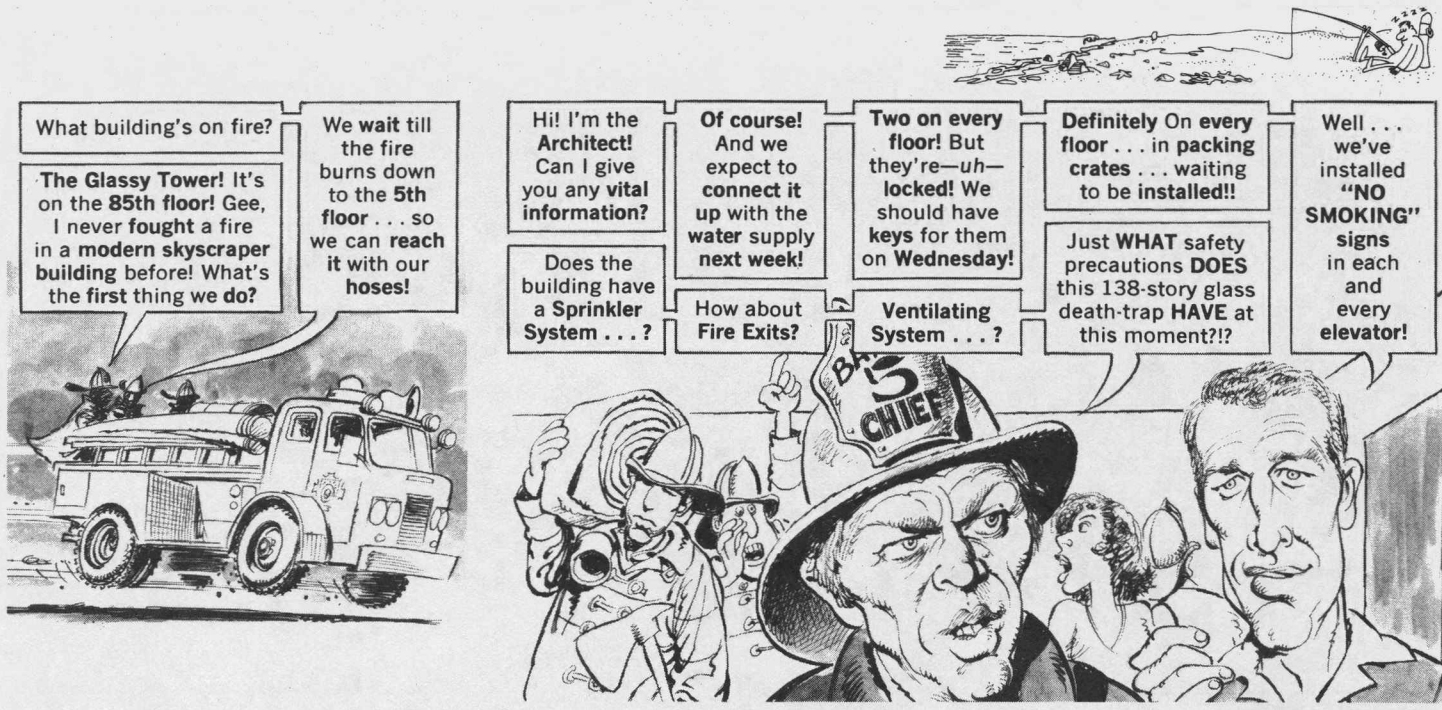

Hey, Dug . . . we've got a **disaster** on our hands!
No, **that** was the disaster in Irwin Allen's **LAST** picture! The disaster in **this** picture is a **FIRE!!**
Let me guess! The building just turned **upside down!**
Could've fooled **me!** I thought the disaster in **THIS** picture was the **CORNY DIALOGUE!**

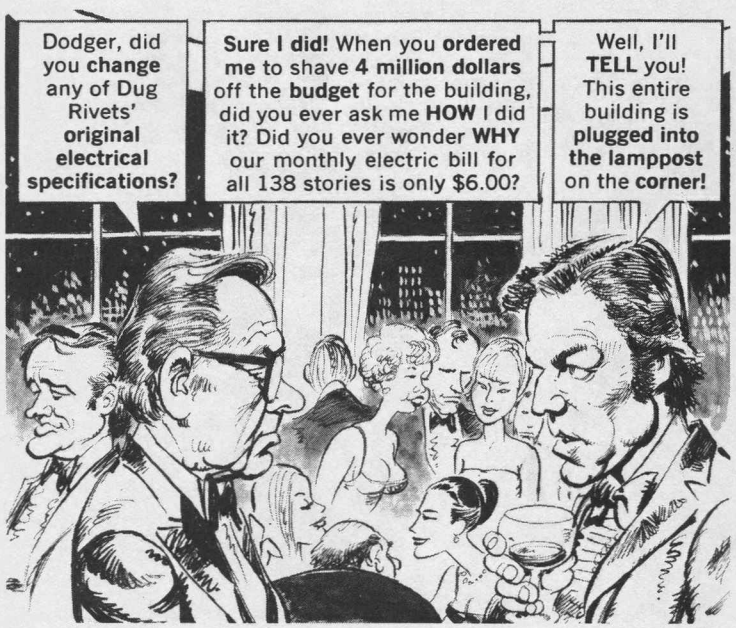

I **must** ask **Dodger Summons** if he made any **changes** in my **specifications!** And . . . to **remind** me, I'll tie this piece of **string** around my **finger!**
String?!? That's the **"heavy duty" electric cable** Dodger used throughout this building!

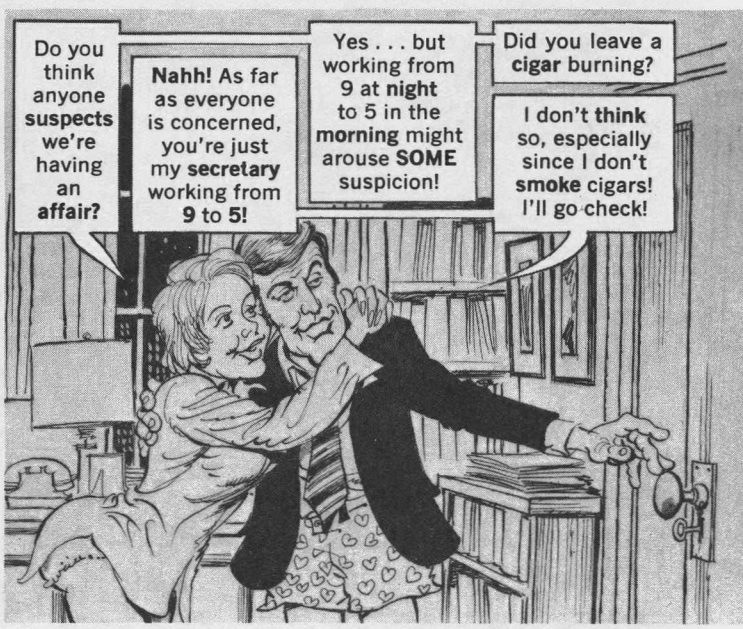

Did **you** mess around with my **original specifications** for the **wiring** in the Tower?
Dug . . . I did everything by the **book!**
What book?
This book!
HOW TO WIRE YOUR CHRISTMAS DECORATIONS SAFELY


This **Opening Celebration** is going to be the **biggest** party **ever!** Boy, are we gonna have a **hot time** up there tonight!
It **may** turn out to be a **hotter** time than you've **planned!** The **building** is **on fire . . . !**
Oh, well! I guess we'll just have to **postpone** it!
Gee! And I thought you'd be **upset** about having to cancel the party!
Hey, **who's** talking about **cancelling the PARTY?!** We're just going to have to **postpone the FIRE!!**


Everybody's been **asking** for you, Dug! How come you're not at the **party?!?**
Because we have a **FIRE** on our hands! The **85th floor** is **aflame!**
You're **over-reacting,** Dug! Or **over-acting,** at the very **least!**
You mean you've got that much **confidence** in this building that you're willing to **remain upstairs** while a **fire** rages **below?!?**
Who's upstairs? I'm calling from a **phone booth** down the **block!!**


What building's on fire?
The Glassy Tower! It's on the 85th floor! Gee, I never fought a fire in a modern skyscraper building before! What's the first thing we do?
We wait till the fire burns down to the 5th floor . . . so we can reach it with our hoses!
Hi! I'm the Architect! Can I give you any vital information?
Of course! And we expect to connect it up with the water supply next week!
Two on every floor! But they're—uh—locked! We should have keys for them on Wednesday!
Definitely On every floor . . . in packing crates . . . waiting to be installed!!
Well . . . we've installed "NO SMOKING" signs in each and every elevator!
Does the building have a Sprinkler System . . . ?
How about Fire Exits?
Ventilating System . . . ?
Just WHAT safety precautions DOES this 138-story glass death-trap HAVE at this moment?!?
CHIEF


Dodger, did you change any of Dug Rivets' original electrical specifications?
Sure I did! When you ordered me to shave 4 million dollars off the budget for the building, did you ever ask me HOW I did it? Did you ever wonder WHY our monthly electric bill for all 138 stories is only $6.00?
Well, I'll TELL you! This entire building is plugged into the lamppost on the corner!


Do you think anyone suspects we're having an affair?
Nahh! As far as everyone is concerned, you're just my secretary working from 9 to 5!
Yes . . . but working from 9 at night to 5 in the morning might arouse SOME suspicion!
Did you leave a cigar burning?
I don't think so, especially since I don't smoke cigars! I'll go check!

Was I right? Did someone leave a cigar burning?
No . . . a cigarette! A KING SIZE one! But, don't worry!! I'll call for help!
HELP! HELP!
Wouldn't you get more response if you said that into the PHONE?
Not with the phone service in THIS building! HELP . . . ! !

They sure are calling out the equipment for this fire! What company are you guys with . . . ?
The 122nd Battalion!
That's a long way from downtown San Francisco, isn't it?
I'd say so! We're based in New York City!
FD

Please, folks! Please! No pushing! No shoving! There's room for eleven people in that elevator!
That's right! It holds eleven people . . . and ME!! So, please— no pushing!! No shoving!!
The Fire Door is jammed shut! Isn't there supposed to be a Fire Axe for just such an emergency?
Sure! It's located just on the other side of the Fire Door!
But the sign says the elevator holds TWELVE!

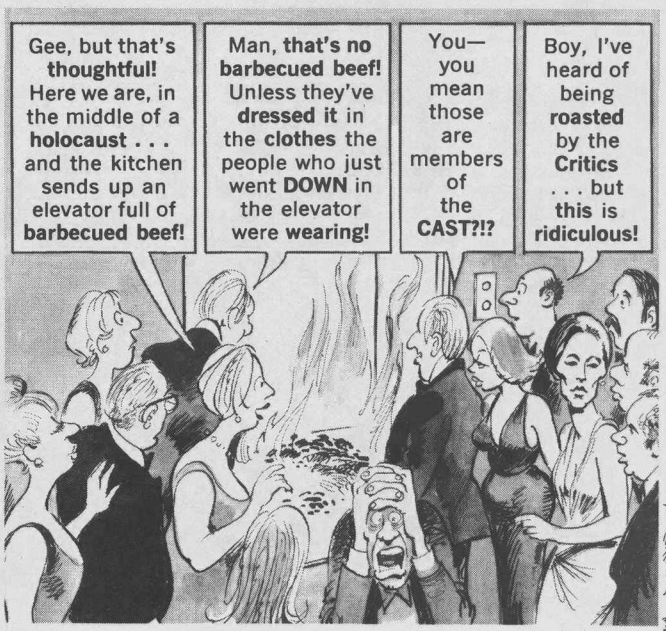
C'mon! Help me go through the building and arouse all the Tenants!
That . . . and also to see if we can collect next month's rent in advance!
Hey, must you wear that radio throughout the entire picture?
To warn them about the fire?
I do, if I want to hear some ENTERTAINMENT!

We'll be safe going down these Fire Stairs . . . except that I DO think I smell leaking gas! I'll light a match and see if I can tell where it's coming from—

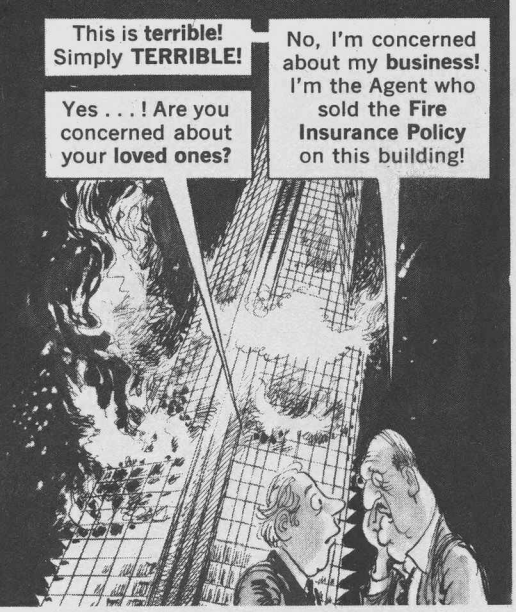
BOOM!

Good work, Mr. Rivets! You sure found that gas leak! You may know a lot about electricity, but you know beans about gas!
Okay! We've got to keep walking down! And you'll notice that, to join me, all you have to take is ONE STEP! So I suggest you close your eyes . . . because that one step is now four stories high!

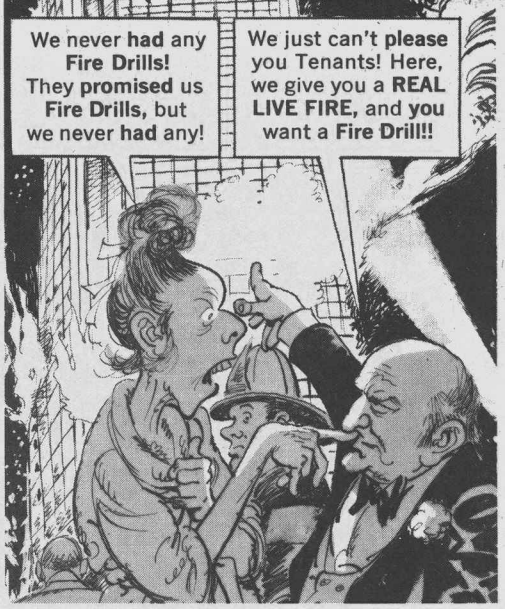
Behind this panel is a shaft that runs the length of the building! I already GOT the shaft ONCE . . . when I agreed to do this movie!
Now I'm going to get it again . . . when I use it to climb up to the party in the Marmalade Room . . .
So while I'm gone, Fullip, I want you to act like an adult! Do you know what that means?
Yeah . . . I should cry and yell and scream and carry on a lot!

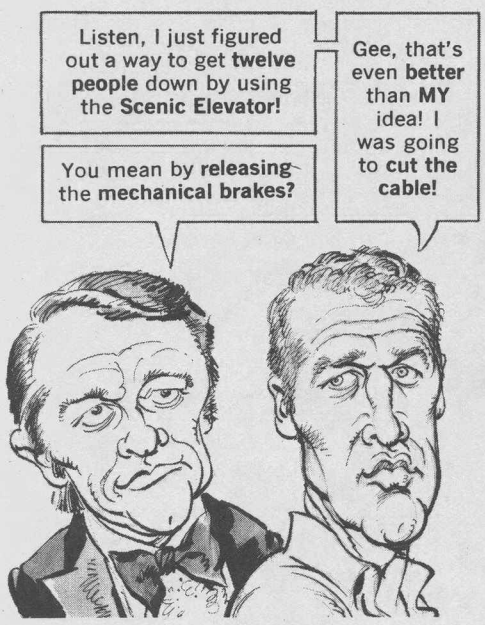

Gee, but that's thoughtful! Here we are, in the middle of a holocaust . . . and the kitchen sends up an elevator full of barbecued beef!
Man, that's no barbecued beef! Unless they've dressed it in the clothes the people who just went DOWN in the elevator were wearing!
You— you mean those are members of the CAST?!?
Boy, I've heard of being roasted by the Critics . . . but this is ridiculous!

The elevator's gone! I'm taking the Fire Exit!
My Agent said the same thing, but I'm going anyway!
The Fire Chief said there is no way out . . . !
Go ahead! Make an ASH of yourself!
FIRE EXIT
You're back! You couldn't make it . . . could you!?!
Of course I could have! It's just that I felt guilty leaving you here!
Omolette, I have a confession to make! I came here tonight to sell you 1000 shares of a phony oil stock! But now that we've met, I— I just can't do it!
I've always said I know an honest man when I see one!
Er—how do you feel about buying 2000 shares of a phony gold mining stock?
And I think I see one, way—way—over there!
Look! Helicopters! They're going to evacuate you folks from the roof!!
Oh, thank God for American ingenuity!
It's five bucks for each kid, ten bucks for each adult, and $18.50 for a couple! You . . . er . . . still feel that way about American ingenuity!
How's the evacuation from the roof going?
Gee! I thought the rates were reasonable! Do you think we should offer group discounts?
No one has left yet!
No, the rates were fine! It's just too windy to land up there!
Then the only way to move people out is by a breeches buoy strung across the way to the Fearless Building! See if the helicopter can get a good strong line into the Marmalade Room!
If they can, it'll be the first good strong line in this entire picture!
I know you're supposed to break a window so the helicopter can get a line in here, but why are you smashing ALL of the windows?
Busting windows is like eating potato chips, Lady! Smash one —and you gotta smash 'em all!
Dumbkin, this is some mess! Why in the world did you cut corners in the electrical system!? Couldn't you find some other way to save money?
I did! Did you ever count the floors in this building? It's the only 138-story building in history with 97 floors!
Okay, here's the line from the helicopter! Pull it in! C'mon, men! Pull . . . pull! That's the way! And here's the other end! The end that was supposed to be attached to the building across the way! Er . . . that was a little too much pulling, men!

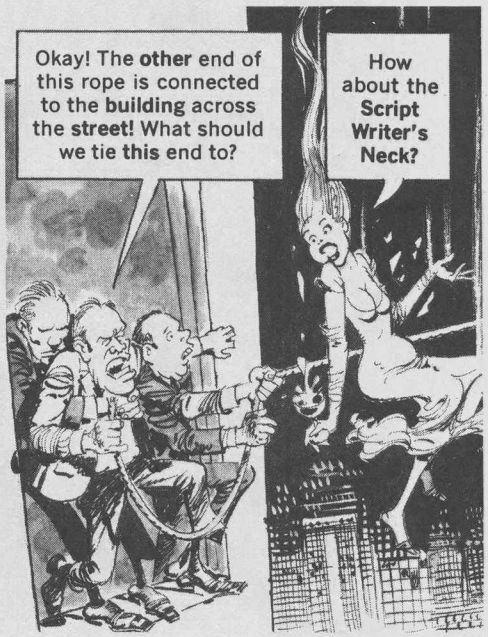

This is **terrible!** Simply **TERRIBLE!**
Yes . . . ! Are you concerned about your **loved ones?**
No, I'm concerned about my **business!** I'm the Agent who sold the **Fire Insurance Policy** on this building!

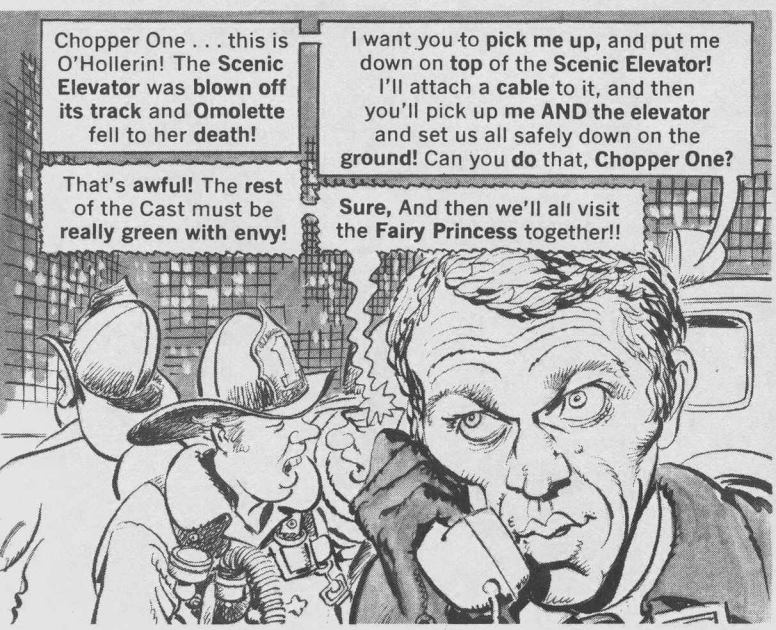
Wow! **MORE** Fire-Fighting Equipment!! How far away did **YOU** guys come from?
もと遠い


We never **had** any **Fire Drills!** They **promised** us **Fire Drills,** but we never **had** any!
We just can't **please** you Tenants! Here, we give you a **REAL LIVE FIRE,** and **you** want a **Fire Drill!!**


Listen, I just figured out a way to get **twelve people** down by using the **Scenic Elevator!**
Gee, that's even **better** than **MY** idea! I was going to **cut the cable!**
You mean by **releasing** the **mechanical brakes?**

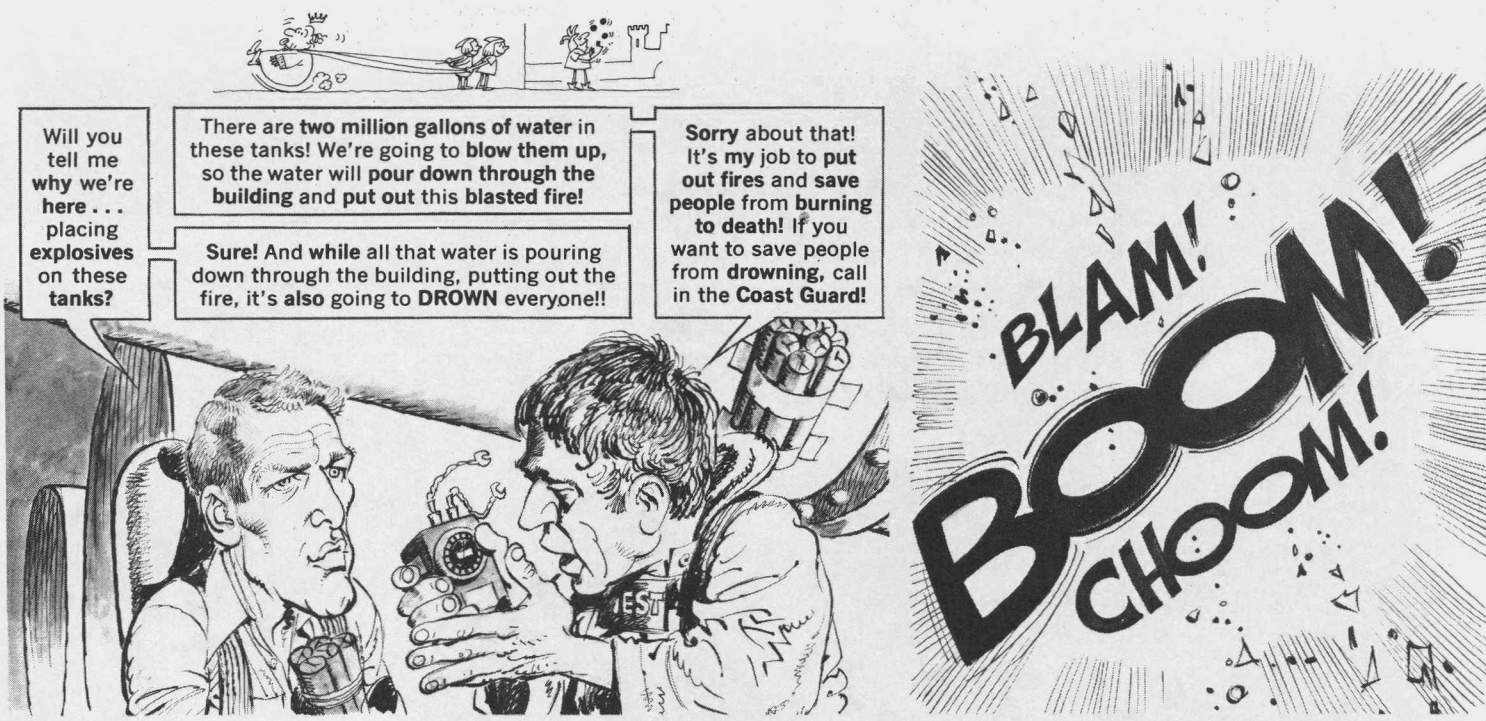
I want **11 civilians** on this elevator . . . plus someone who's an **expert** on **fires!**
You?!? You're an **expert** on **fires?!?**
Okay, **I'LL** go!!
I was responsible for starting **this** one, **wasn't** I?!?


Okay! The **other** end of this rope is connected to the **building** across the **street!** What should we tie **this** end to?
How about the **Script Writer's Neck?**

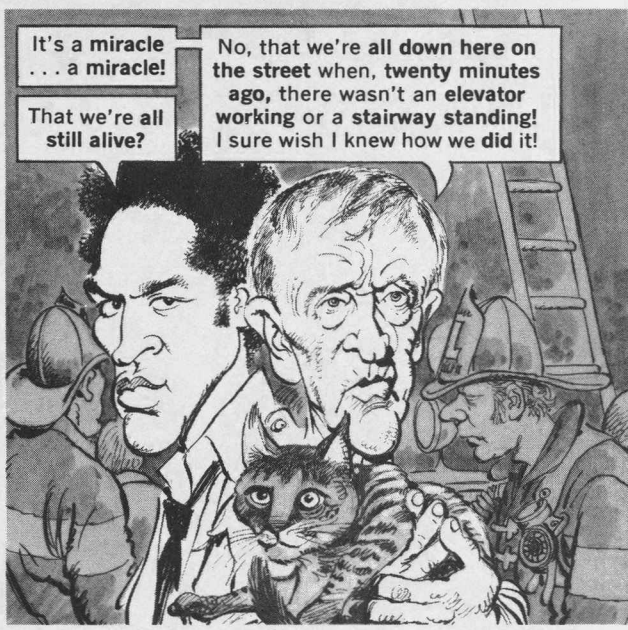

Chopper One . . . this is O'Hollerin! The **Scenic Elevator** was **blown off its track** and **Omolette** fell to her **death!**
I want you to **pick me up,** and put me down on **top** of the **Scenic Elevator!** I'll attach a **cable** to it, and then you'll pick up **me AND the elevator** and set us all safely down on the **ground!** Can you **do** that, **Chopper One?**
That's **awful!** The **rest** of the Cast must be **really green with envy!**
Sure, And then we'll all visit the **Fairy Princess** together!!

I'm looking for a **crippled 747** that's **off its course . . . !**
I'm looking for a **crippled Scenic Elevator** that's off it's course . . . !
Wow! And I thought **OUR plot** was **far-fetched!**

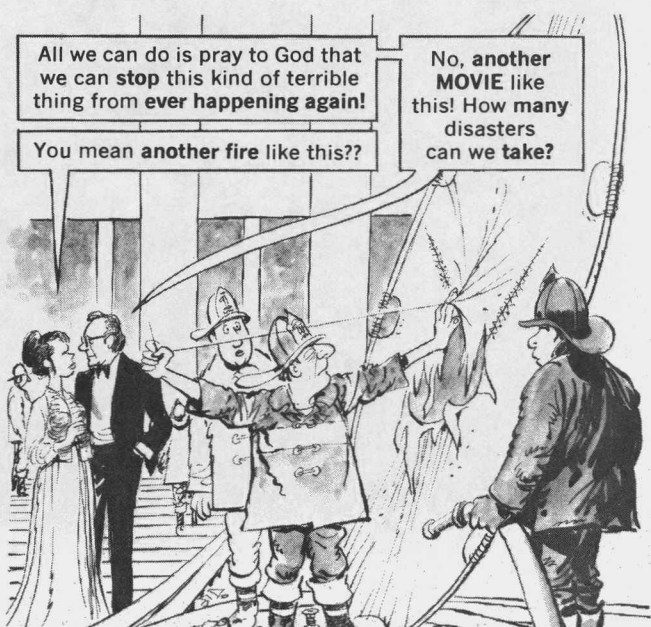
Don't we have **ENOUGH** problems?! Who the hell pushed the **"UP" button?**


Will you tell me **why** we're **here . . .** placing **explosives** on these **tanks?**
There are **two million gallons of water** in these tanks! We're going to **blow them up,** so the water will **pour down through the building** and **put out** this **blasted fire!**
Sure! And **while** all that water is pouring down through the building, putting out the fire, it's **also** going to **DROWN** everyone!!
Sorry about that! It's **my** job to **put out fires** and **save people** from **burning to death!** If you want to save people from **drowning,** call in the **Coast Guard!**
BLAM!
BOOM!
CHOOM!

Here comes the **water!**
The **fire** is **OUT!** The **fire** is **OUT!!**
Big deal!! I **can't swim!!**
And **I'm** being washed out of the **windo-o-o . . .**
And **I've** got a **ten-ton BEAM** on my stomach!
We were **better off** with the **FIRE!**


It's a **miracle . . . a miracle!**
That we're **all still alive?**
No, that we're **all down here on the street** when, **twenty minutes ago,** there wasn't an **elevator working** or a **stairway standing!** I sure wish I knew how we **did** it!

You guys will keep making these fire-traps **higher** and **higher,** and I'll keep eating **smoke** until somebody asks **ME** how to build them **RIGHT!**
Okay, **I'M asking!** My new building has a **seven million dollar budget** for **Fire Safety Equipment** . . . and **every** dollar you **save,** you can **keep!**
Well, **first** of all, **why** do we need **Fire Axes** and **Sprinklers** on **every floor!** Every **OTHER** floor is **plenty!** So what if you have to **walk up** a few steps!? And also . . .


All we can do is pray to God that we can **stop** this kind of terrible thing from **ever happening again!**
You mean **another fire** like this??
No, **another MOVIE** like this! How **many** disasters can we **take?**

I GOT MY BLOB THROUGH THE N.Y. TIMES DEPT.

Twice before we noted how Hollywood was scraping the bottom of the barrel trying to come up with new and scarier movie monsters for their horror pictures . . . like "The Fly," "The Blob," "The Creature From The Black Lagoon" and "Troy Donahue." We then suggested "New Movie Monsters From Madison Avenue" (MAD #53) and "New Movie Monsters From Everyday Life" (MAD #81). Now, since we at MAD know so much about the "Business World" (We've got friends who work for a living!), we suggest the following blood-curdling, disgusting . . . . .

NEW FROM THE

IT HOVERED AT THE WATER COOLER!
IT HAUNTED THE COFFEE BREAKS!
IT LURKED IN THE REST ROOMS!
IT WAS . . .

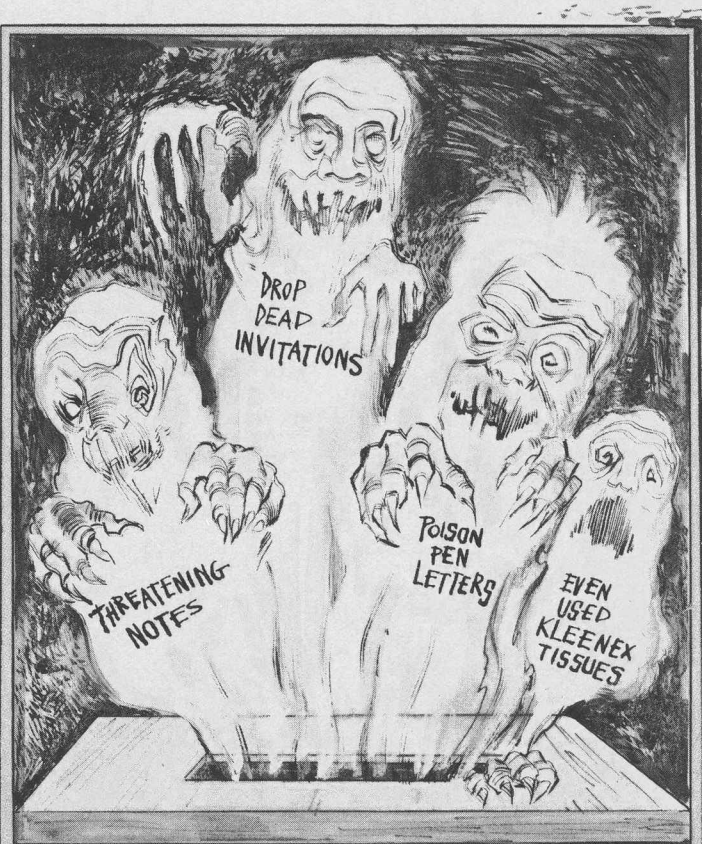
THE GOLDBRICK THAT WALKED LIKE A MAN

with

IDLE LUPINO — MALINGERER MERCOURI
SHIRK DOUGLAS — NAP KING COLE
BURT LANGUISHER — LOAF ERICSON
SIESTA WILLIAMS — LOITER BRIDGES

and starring PHIL SILVERS (Naturally!)

Hear the title song "Hello, Daily!" sung by Lazy Uggams



THEY CAME FROM THE SUGGESTION BOX

The Shocking Scribblings Of Warped Women And Moronic Men!

HORRIBLE INSULTS directed at the Boss's Nephew!

DEVASTATING RUMORS concerning the Boss's Secretary!

RIDICULOUS COMMENTS covering the Boss's Ability!

DIRTY WORDS just for the heck of it!

MOVIE MONSTERS

BUSINESS WORLD

ARTIST: JOE ORLANDO WRITER: E. NELSON BRIDWELL

WHEN HE OPENED HIS MOUTH, OUT CAME
IDIOCY BALONEY HOT AIR
YET NO ONE DARED MOVE! THEY JUST HAD TO STAND THERE AND SUFFER, LISTENING TO . . .

THE AMAZING COLOSSAL BORE

. . . BECAUSE HE WAS TOO BIG TO STOP! MAINLY BECAUSE HE WAS ALSO "THE BOSS"!

Written By	Directed By	Produced By	Edited By	Music By	Arranged By	Photography By	Narrated By
HUGH DOWNS	DURWOOD KIRBY	ARTHUR GODFREY	BENNETT CERF	LAWRENCE WELK	OZZIE NELSON	ALLEN FUNT	ED REIMERS

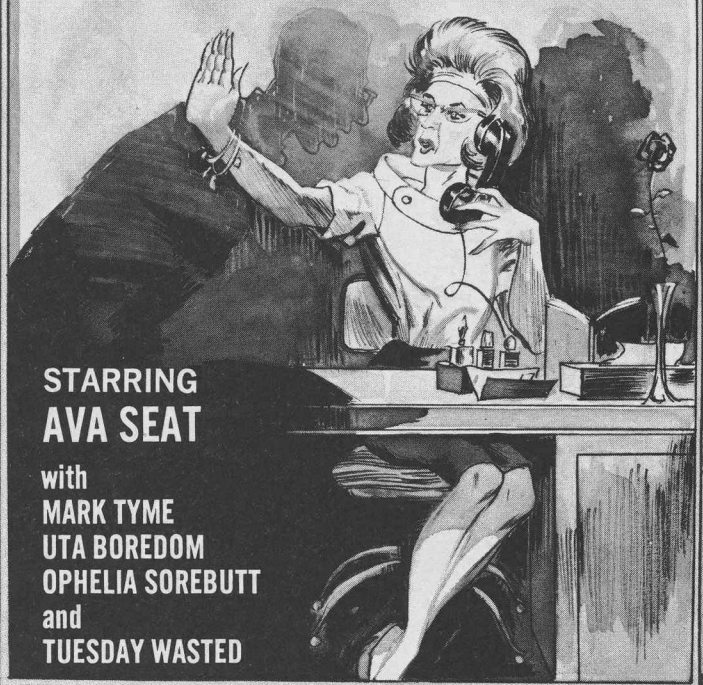
WITH THEIR PALMS OUTSTRETCHED, THEY KEPT COMING . . . AND COMING . . .
THERE WAS NO PLACE TO HIDE! THERE WAS NO ESCAPE FROM . . .

THE CREATURES with the OFFICE COLLECTIONS

FEATURING

They waited...
AND WAITED...
AND WAITED!
BUT NOTHING COULD GET BY

THE BEAST at the RECEPTION DESK

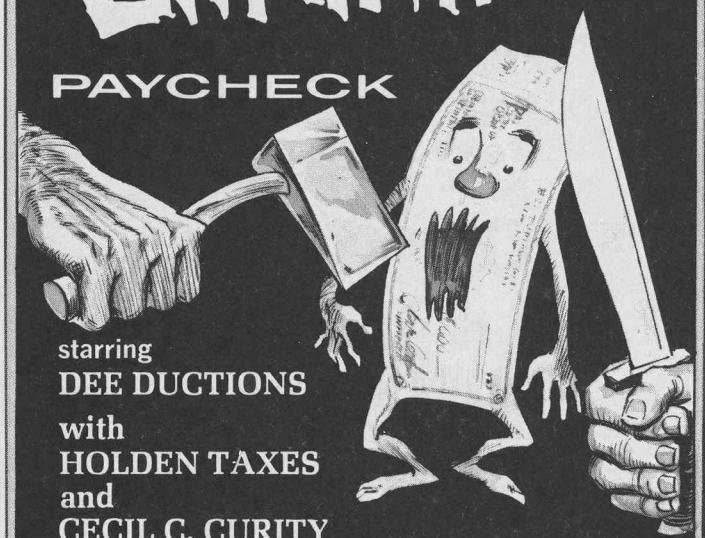


STARRING
AVA SEAT
with
MARK TYME
UTA BOREDOM
OPHELIA SOREBUTT
and
TUESDAY WASTED

It looked HUGE to begin with!
But then THEY attacked it...
And it grew smaller... and smaller... smaller!

THE INCREDIBLE

SHRINKING PAYCHECK



starring
DEE DUCTIONS
with
HOLDEN TAXES
and
CECIL C. CURITY

SEE THE HAVOC CREATED BY WORKMEN'S COMPENSATION

WATCH THE DEVASTATION CAUSED BY RETIREMENT AND PENSION FUNDS

WITNESS THE DEVOURING OF WHAT'S LEFT BY BLUE CROSS AND BLUE SHIELD

THEY BREATHED FIRING! ● THEY INFILTRATED EVERY DEPARTMENT! ● THEY SWALLOWED UP EVERY JOB IN SIGHT!
NO ONE WAS SAFE... NOT EVEN THE BOSS'S SON... FROM...

The Invasion Of AUTOMATION MACHINES

with
JASON ROBOTS, JR.
TAPE HUNTER
GEAR GARSON
UNIVAC MERKLE
LUCILLE BALLBEARING
SWITCH HENDERSON
and starring RED BUTTONS

SEE THE AXE FALL AGAIN AND AGAIN!

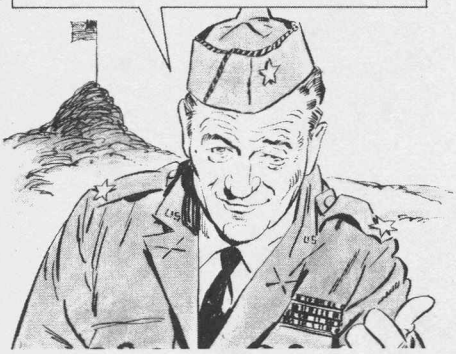
SEE THE RAIN OF PINK SLIPS!

SEE THE UNION SCREAMING BLOODY MURDER!

SEE THE PANIC AT THE UNEMPLOYMENT OFFICE!

SEE THE PICTURE WHILE YOU'RE OUT OF WORK!

Hi, War Movie fans! I'm **John Wayne!** I just want to say, after making such **distinguished War Pictures** as *"Sands Of Iwo Jima," "Flying Leathernecks," "Back To Bataan"* and *"The Fighting Seabees,"* that I found this **recent** War Movie an **affront** to **good taste!**



Hi! I'm **Dana Andrews!** I just want to say, after making such **distinguished War Pictures** as *"Purple Heart," "The Best Years of Our Lives"* and *"A Walk In The Sun,"* that I found this **recent** War Movie an **affront** to **good taste!**

Hi! I'm **Adolph Hitler!** I just want to say, after making such **distinguished Wars** as *"The Rape of Poland," "The Fall of France," "The Siege of Britain," "The Invasion of Russia"* and *"The Genocide of Millions,"* that even **I** found this recent War Movie an **affront** to **good taste!** So it **MUST** be ecchy!!

With these comments in mind, MAD Magazine now brings you an even worse affront to good taste! Mainly, our version of . . .

M*I*S*H M*O*S*H

ARTIST: ANGELO TORRES WRITER: ARNIE KOGEN

Hi, buddy! My name is **Squawkeye!** I'm a **new replacement Surgeon!**

Hi! My name is **Kook! I'm** a new replacement Surgeon, **too!**

Great! Hop in! We'll **start off** the picture by **stealing a Jeep,** thereby showing **complete irreverence for authority** . . . and **also** pulling the **first** of **many outrageous pranks!**

What's so **outrageous** about **stealing a Jeep?**

This one belongs to **President Truman!**

There they go . . . trying to cash in on the **"Youth Market"** with **another anti-Establishment, low-budget picture!**

What's so **low budget** about the **Korean War?**

Well, when you compare it to the **War in Vietnam . . .**

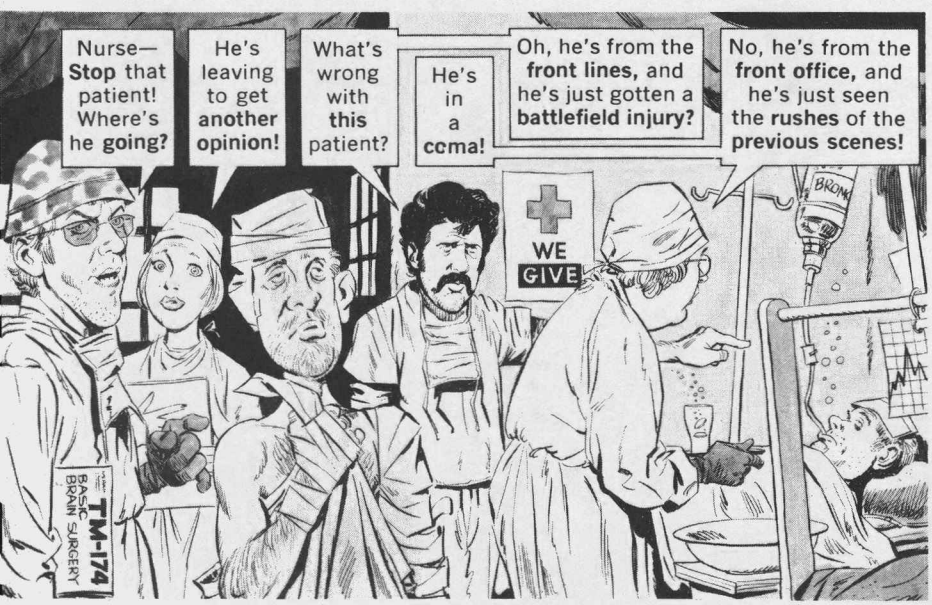
torres

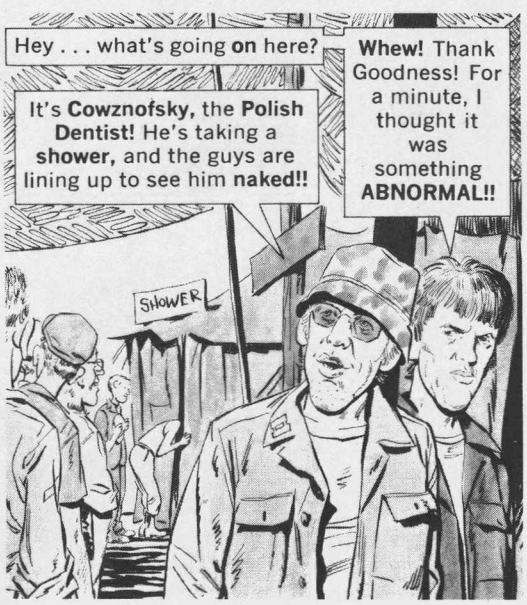
You must be the new Surgeons! I'm **Colonel Henry Bloke,** the **Commander** of this **MISH-MOSH!** I demand **three things** from my officers: One—**Respect,** Two—**Courtesy,** and Three—**Honesty!**
Don't bother us now, Hank! **Get lost!** We wanna make out with these broads!
Well, **ONE** out of three **ain't bad!**

Er—you certainly have an **unusual surgical approach,** Doctor!
What's so unusual about a **routine leg amputation?**
Nothing! It's just that the patient is suffering from **chest wounds!!**
By the way—what's the **rating** on this picture?
"S". . . No one under 18 will be admitted unless accompanied by a **"Sickness Bag"!**

So **you're** the famous chest surgeon, **"Shlepper John"?!**
That's **me!**
Tell me, do you **always** look this disgusting?
Not always! Most of the time I look a lot **worse! I just freshened up!**
YESHIVA

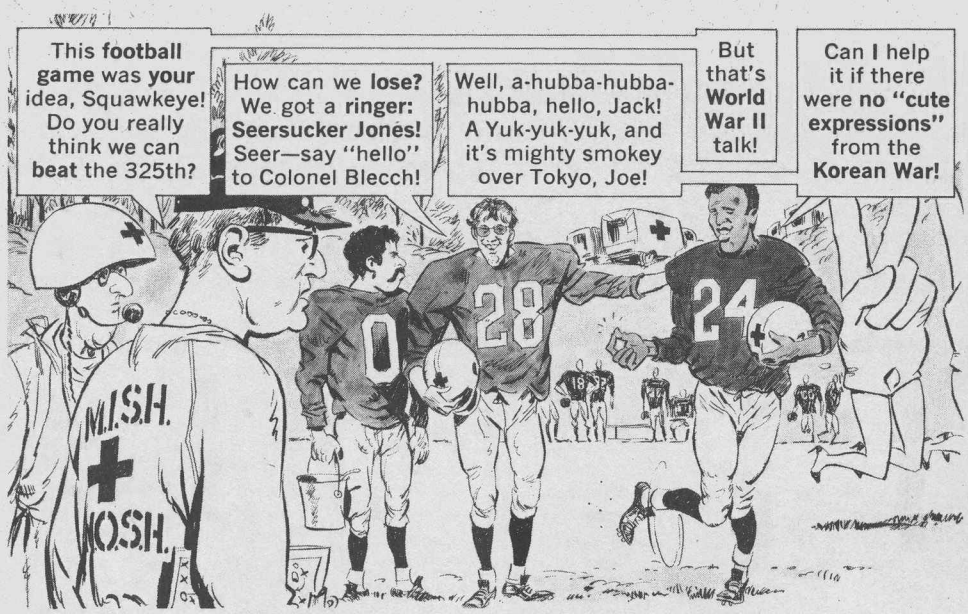
"Cruising Down The Liver . . . On A Sunday Afternoon"!
"Oh—Every Little Breeze Seems To Whisper Disease"!
Don't you think that Shlepper is being a bit **too flippant** about these operations?
He's just doing it to relieve the **tension!** He happens to be a **brilliant surgeon!** I notice that he does **everything** by the **book!**
"The Medical Journal"?
No—**"The Marquis De Sade"!**

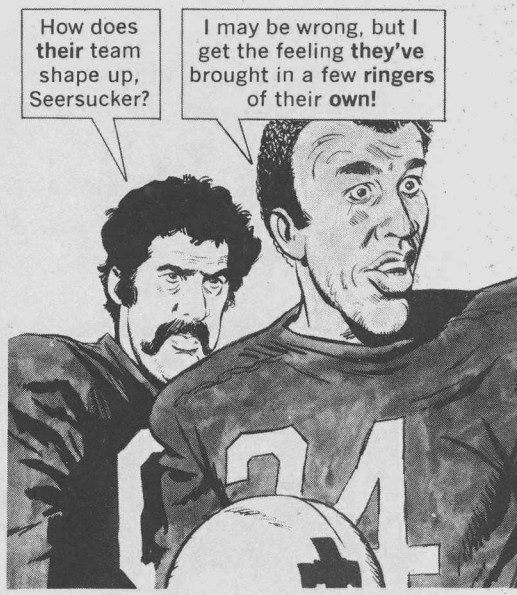

Nurse—**Stop** that patient! Where's he **going?**
He's leaving to get **another opinion!**
What's wrong with **this** patient?
He's in a **coma!**
Oh, he's from the **front lines,** and he's just gotten a **battlefield injury?**
No, he's from the **front office,** and he's just seen the **rushes** of the **previous scenes!**
WE GIVE
BRAIN
BRAIN SURGERY
TM-174


Hey . . . what's going **on** here?
It's **Cowznofsky,** the **Polish Dentist!** He's taking a **shower,** and the guys are lining up to see him **naked!!**
Whew! Thank Goodness! For a minute, I thought it was something **ABNORMAL!!**
SHOWER

SOCK
Shlepper, you zany! What did you punch **Major Burned** for?
We had an **empty bed** in Ward B, and **I** wanted to **FILL** it.
. . . **with HIM!!**
For an **Officer**, such behavior is **absolutely DISGRACEFUL!**
Oh—pardon me! This is our new Head Nurse, **Major "Hot Lobes" Holdahand!**
I am for **strict adherence** to the **Military Code!** My philosophy is: "An Army is **Efficient!"**, "An Army is **Disciplined!"**, and "An Army travels on my **Stomach!"**
Don't you mean "An Army Travels On **ITS** Stomach"?
Listen, it's **MY philosophy**—so **don't butt in!!**
Pampers
Here we go again with **another** one of our **unbelievable pranks!**
Radio Unruly has planted a **mike** in Hot Lobes' **tent** and we can hear **her** and **Major Burned** making **love!**
Oooooh! Ahhhhh! Ooh! Ah! Oooaaah! **Hoo! Hah!**
I'll level with you . . . it sure beats listening to **Conelrad!**
The **record** sounds **great!** I can't **wait** to see the **album cover!**
Listen to those **moans** and **cries!** That's **some passion!**
Ahh, **that's** not passion! That's **pain!** If I know **those** two, they're making love with their **medals** on!
It never ceases to **amaze** me!
The **gags** we pull?
No—the **stuff** that's allowed in **movies** these days!
What a stroke of **genius . . .** using Leonardo Da Vinci's **"The Last Supper"** as a **symbol!!**
As a symbol of **WHAT?**
What **ELSE?** A Polish Army Dentist's **loss of virility** and his **attempted suicide!**
That's taking quite a poke at **Religion!** Are you sure the "man upstairs" will **approve?**
Are you **kidding?!** Danny Thomas saw the **rushes** and he **LOVED** it!
This is **Chipped Beef on Toast** we're eating! **No wonder** they keep calling this **"The Last Supper"** scene!
Remember! There are **no atheists** in **fox-holes!!**
Now, what in heck does **that** have to do with **this** scene?
Nothing! I just threw it in for nostalgic fans of the **OLD war movies!**
CHE INFAME!
SOS

I gave him the "Black Capsule"! It puts you to sleep immediately!
Puts you to sleep? What's in it?
The condensed humor of the Reader's Digest!!
MONOPOLY
PICK UP STICKS
GIFT CERTIFICATE
You gotta do me a big favor, baby!
Anything, Squawkeye!
Make love to a "dead" Polish Dentist!
Please, not tonight! I've got a headache! Besides, making love to a dead man is SICK!
It's the sickest, most repulsive thing in this sick film, which is just chock-full of sick, repulsive things!
Wrong! It's the SECOND sickest, most repulsive thing! For the FIRST—take a look at the next panel . . .
Hmm! Another one of your unorthodox surgical procedures, Doctor?
Don't be silly! It's nothing but a routine amputation!
What's so routine about amputating a head?
We need plasma —in a hurry!
Sorry! We're all out of plasma!
Well, then, there's only one thing to do! Let's pull another one of our hilarious practical jokes and siphon some blood from an unsuspecting victim!
GAG
AL'S MEAT MARKET
I MADE THE WRONG MOVIES!
Good work, Radio! Who'd you swipe it from?
Some guy who said he was only passing by, looking for his Jeep!
What was his name?
Harry—something!
Well, there goes Major Burned! We finally drove him stark staring mad!
Where's he headed now, to a Stateside Mental Hospital!?
No, to Los Angeles! He's opening an office, and he's going into private practice . . . as a Psychiatrist!
MILITARY POLICE
MP
This is the scene where we take a break from sewing up battle casualties and amuse ourselves with more cultural pursuits . . . like the Art of Voyeurism!
Eeeeeeeek! Eeeeeeeek! You filthy pigs! I'll GET you for this!
Gee, y'know somethin'?! Hot Lobes don't look so GREAT in the raw!
Hot Lobes, we can humiliate anytime! That person screaming in the shower happens to be General Douglas MacArthur!


This **football game** was **your** idea, Squawkeye! Do you really think we can **beat** the 325th?
How can we **lose?** We got a **ringer: Seersucker Jones!** Seer—say "hello" to Colonel Blecch!
Well, a-hubba-hubba-hubba, hello, Jack! A Yuk-yuk-yuk, and it's mighty smokey over Tokyo, Joe!
But that's **World War II** talk!
Can **I** help it if there were **no "cute expressions"** from the **Korean War!**
M.I.S.H.
O.S.H.

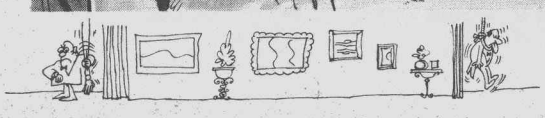

How does **their** team shape up, Seersucker?
I may be wrong, but I get the feeling **they've** brought in a few **ringers** of their **own!**

325th
GRANGE
OJ
12
32
325

How do you like that?! **We** won the **game,** and the players on the **other** team are carrying off **our** men on **their shoulders!**
That's what **happens** when a team smokes funny cigarettes!

Well, there they go—back to the States! **Squawkeye, Kook** and **Shlepper!** They were **really great** Surgeons!
Good riddance to 'em! They were **irreverent, anti-Establishment trouble-makers!**
Who's replacing them?
I've got **new** recruits **on the way**—men who I'm **sure** will have some **respect** for **law** and **order** and **discipline!** Oh—here they come **now . . .**

Colonel . . . I think your problems are **just beginning!!**
3 DAY PASSES NOW!
DISCHARGE
FREE
THE CHICAGO 7



In the past, there have been many hit motion pictures that have echoed sensational news stories. But recently, there was a sensational news story that echoed a hit motion picture. Some people say it was a coincidence, some people say it was ESP, and a few people claim it was a stunt by a publicity man that got out of hand. The incident, of course, was the "Three Mile Island Nuclear Power Plant Mishap" . . . and the movie, of course, was the thrilling, frightening account of what goes on under:

the China Sin-Dome

Okay, cue Kiddingly!!

Hi! This is Kiddingly Welts . . . with today's "CALIFORNIA SWEET". . .

. . . a bit of very light news designed to take your mind off all the sadness in the world . . . by making you think of all the NAUSEA you'll get as you watch this segment!

. . . so if you want to send a special telegram to someone, "Lively Wires" has the answer! Its service is very different from Western Union in TWO ways! First, they SING the telegram! And second, they ACTUALLY DELIVER the message! Not only does "Lively Wires" have "SING-GRAMS," they also have "DANCE-GRAMS," GIFT-GRAMS" and for people you hate . . . "BOMB-GRAMS"!

Okay, everybody, let's pack it up! We have to get right over to the Banana Nuclear Plant to film our Energy Special!

Miss Welts? I have this FLOWER DELIVERY for you! That'll be $10.00!

I owe YOU $10.00?!?

That's right! It's a "C.O.D.-GRAM"!

ARTIST: MORT DRUCKER WRITER: DICK DE BARTOLO

Hello! I'm Bull Glib . . . the Public Relations man for C.G.&E.!

C.G.&E.? Is that "California Gas & Electric?

Yeah, but around here, we jokingly refer to it as "California Gouging and Embezzlement"! Now let me show you how nuclear power works!

A nuclear chain reaction produces heat, the heat produces steam, the steam turns the turbine, the turbine rotates the generator, the generator powers the computer, and the computer sends out your Electric Bills! So, the faster we turn the turbine, the higher your Electric Bills!

BULL

VISITOR

PRIMARY LOOP

STEAM GENERATOR

REACTOR VESSEL

CONDENSER

HOT LEG

CORE

COMPUTER

COLD LEG

SECONDARY LOOP

ELECTRIC BILL →

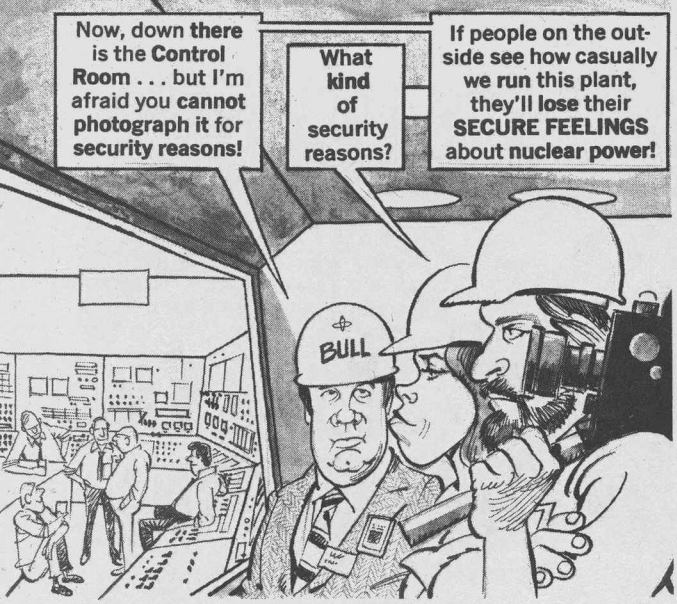
Now . . . this place is called "The Turbine Room"!

IT SURE IS NOISY!

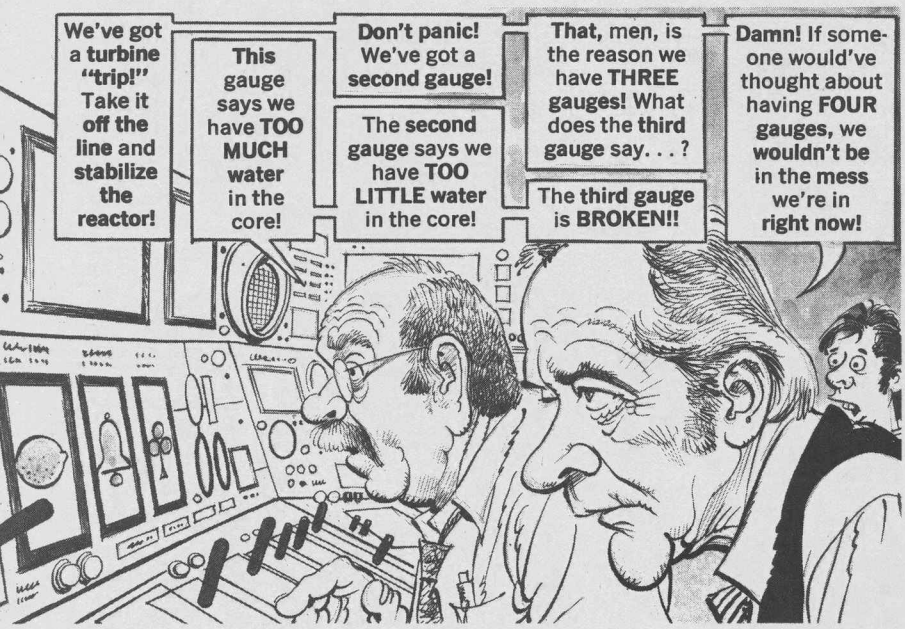
It's fine!

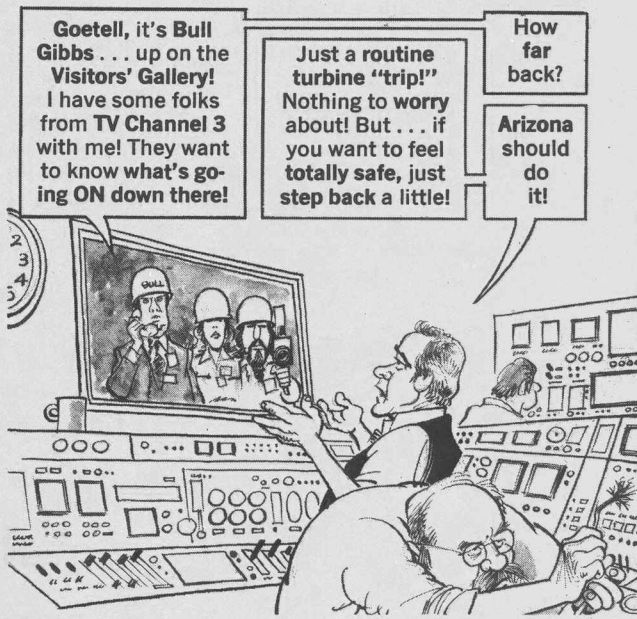
But my television audience won't be able to hear my brilliant dialogue!

Like I said, it's FINE!

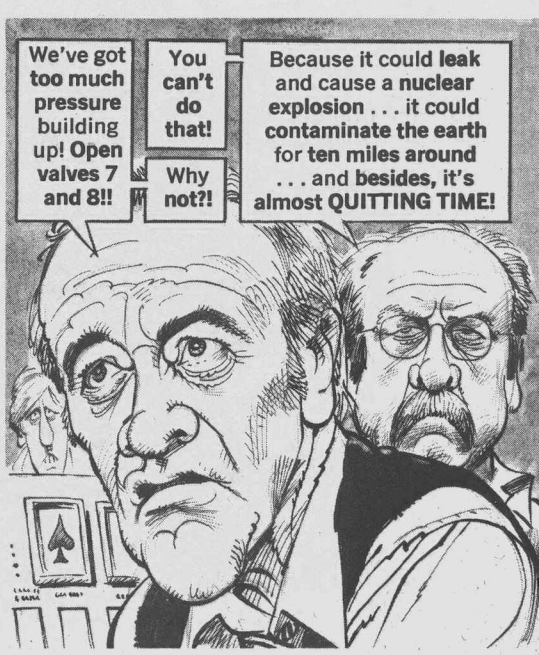

Now, down there is the Control Room . . . but I'm afraid you cannot photograph it for security reasons!
What kind of security reasons?
If people on the outside see how casually we run this plant, they'll lose their SECURE FEELINGS about nuclear power!
BULL

What was that?
That vibration!
Then why is that ALARM sounding??
What was WHAT. . . ?
Forget it! It was nothing!
Oh . . . that's our "Nothing Alarm!" It sounds when NOTHING goes WRONG!!
VISITOR
BULL


We've got a turbine "trip!" Take it off the line and stabilize the reactor!
This gauge says we have TOO MUCH water in the core!
Don't panic! We've got a second gauge!
The second gauge says we have TOO LITTLE water in the core!
That, men, is the reason we have THREE gauges! What does the third gauge say. . . ?
The third gauge is BROKEN!!
Damn! If someone would've thought about having FOUR gauges, we wouldn't be in the mess we're in right now!


Goetell, it's Bull Gibbs . . . up on the Visitors' Gallery! I have some folks from TV Channel 3 with me! They want to know what's going ON down there!
Just a routine turbine "trip!" Nothing to worry about! But . . . if you want to feel totally safe, just step back a little!
How far back?
Arizona should do it!
BULL

There goes ANOTHER ALARM! Are you SURE we're not in any danger?!?
Look for yourself! Are those people panicking?
No . . . they're too busy BARFING to panic!
I swear. . . this is NOT an emergency! This is all routine! It is NOT serious!
ATTENTION! THIS IS AN EMERGENCY! THIS IS NOT ROUTINE! IT IS SERIOUS!
Boy . . . just give a guy a microphone, and right away, he starts ad-libbing!
WEEEEEEEEEEEEEEEE
BULL


We've got too much pressure building up! Open valves 7 and 8!!
You can't do that!
Why not?!
Because it could leak and cause a nuclear explosion . . . it could contaminate the earth for ten miles around . . . and besides, it's almost QUITTING TIME!

We've got tonight's lead! Adamant shot film of an actual nuclear accident and no one knows we have it!

Too bad we can't use it! It's totally irresponsible to go on the air without all the facts!

But if we don't use this film, we don't have a LEAD STORY!

That's no problem! I'll make one up! Let's see . . . "Nursery Burns To The Ground! Sixteen Infants Perish!" Or how about "Tornado Hits Old Age Home!"

Boy . . . look who's talking "irresponsible!!"

NEWS

Mr. Sonovitch! I want to do stories with more meat in them! Like today, all I got to do was go to the zoo and cover a lion's birthday party!

Don't worry, Kiddingly! Tomorrow, we've got an assignment for you that's meaty and weighty and religious! You're going BACK to the zoo and cover an elephant's bar mitzvah!

Spineless, after the turbine "trip," did you feel a secondary vibration?

Yeah! It was my stomach! I was scared witless!

I SWEAR there was a secondary vibration! Why doesn't this sensitive Vibration Recorder tape SHOW IT?!?

Because, for some odd reason, at the very second you claim you felt a secondary vibration, the Recorder needle fell off the machine!

NUCLEAR WASTE

NON-NUCLEAR WASTE

I'm worried about this investigation! The experts from the Atomic Energy Agency are really digging deep! They even asked me my home phone number!

Don't worry! You'll come out just fine!

That's easy for YOU to say! You're an engineer and an ex-Navy man! I'm just an ordinary worker! I didn't even know till today this is a NUCLEAR Power Plant!

DO NOT ENTER INVESTIGATION GOING ON

You can stop worrying and go home now, Spineless! The investigation is over! I don't think they want to see you . . . !

Oh . . . ? How come?

I told them exactly what happened . . . and they all FAINTED!

You better find your cameraman, Adamant! He stole the film of the nuclear power plant accident out of the film vault!

WHAT?! How did he get into the vault?

The vault is NEVER locked! Who ever heard of a Network Executive with brains enough to remember a combination to a safe?!?

Hi! Won't you join me?

Well, this IS a coincidence!

That I work at the power plant?

That out of all the bars in California, I pick the same one you're in!

BAR

EXIT

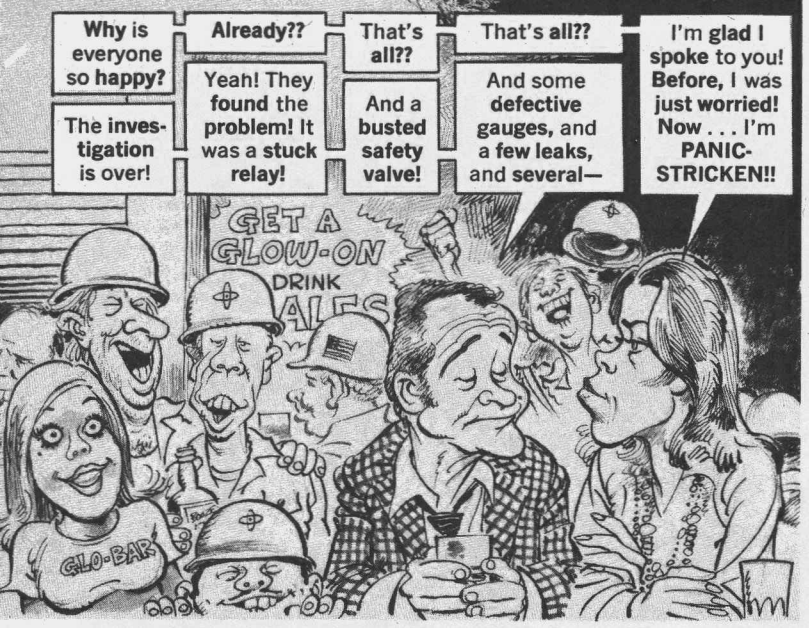
DUKE

LUKE

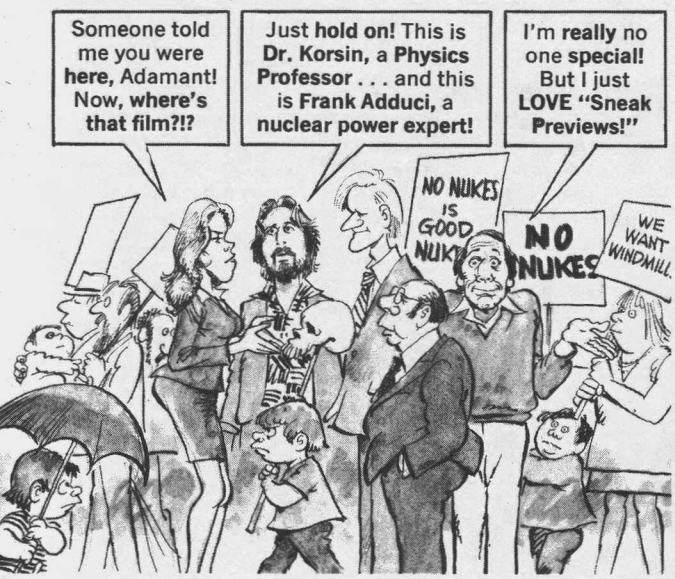
NUKE

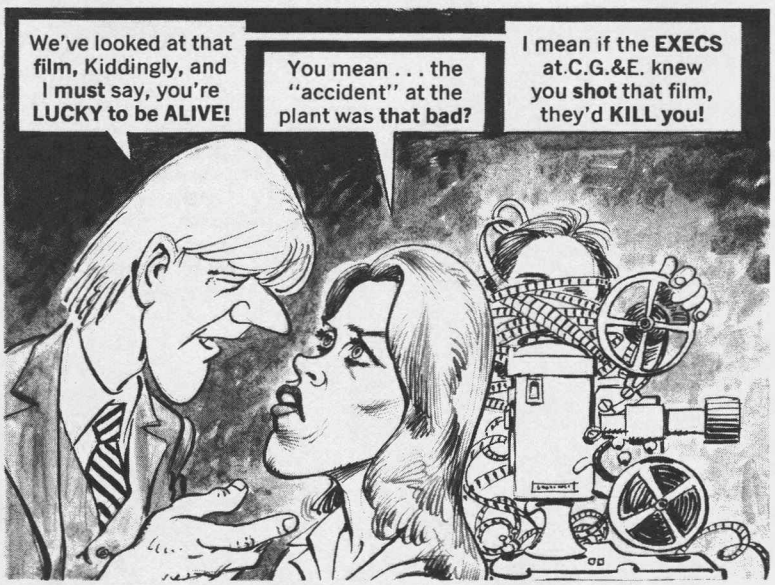
JR

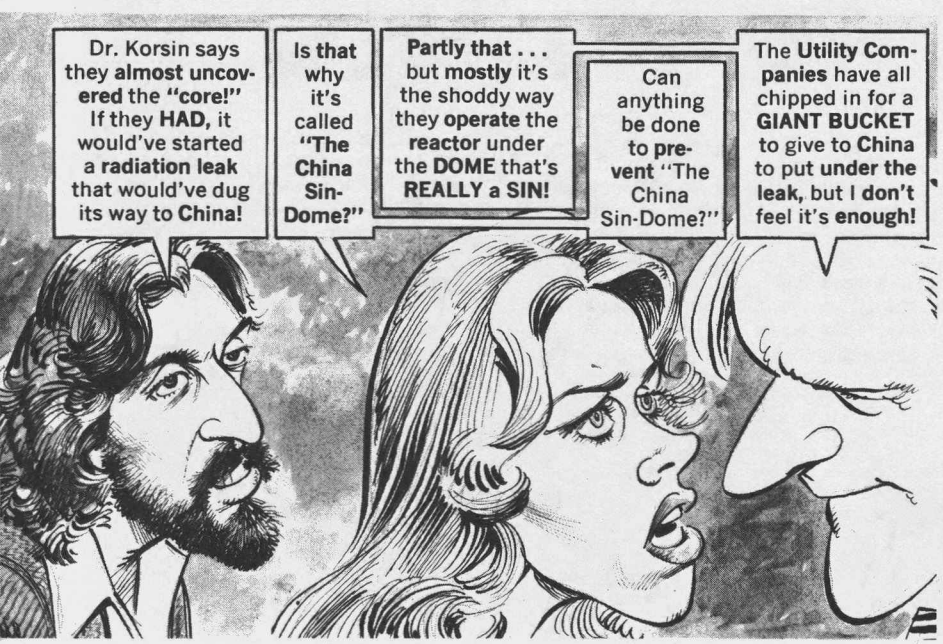
DOWN WITH SOLAR ENERGY

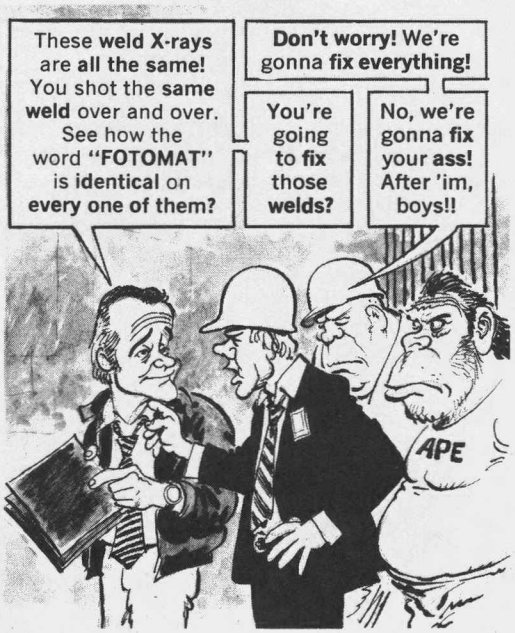

Why is everyone so happy?
Already??
That's all??
That's all??
I'm glad I spoke to you! Before, I was just worried! Now . . . I'm PANIC-STRICKEN!!
The investigation is over!
Yeah! They found the problem! It was a stuck relay!
And a busted safety valve!
And some defective gauges, and a few leaks, and several—
GET A GLOW-ON
DRINK
GLO-BAR

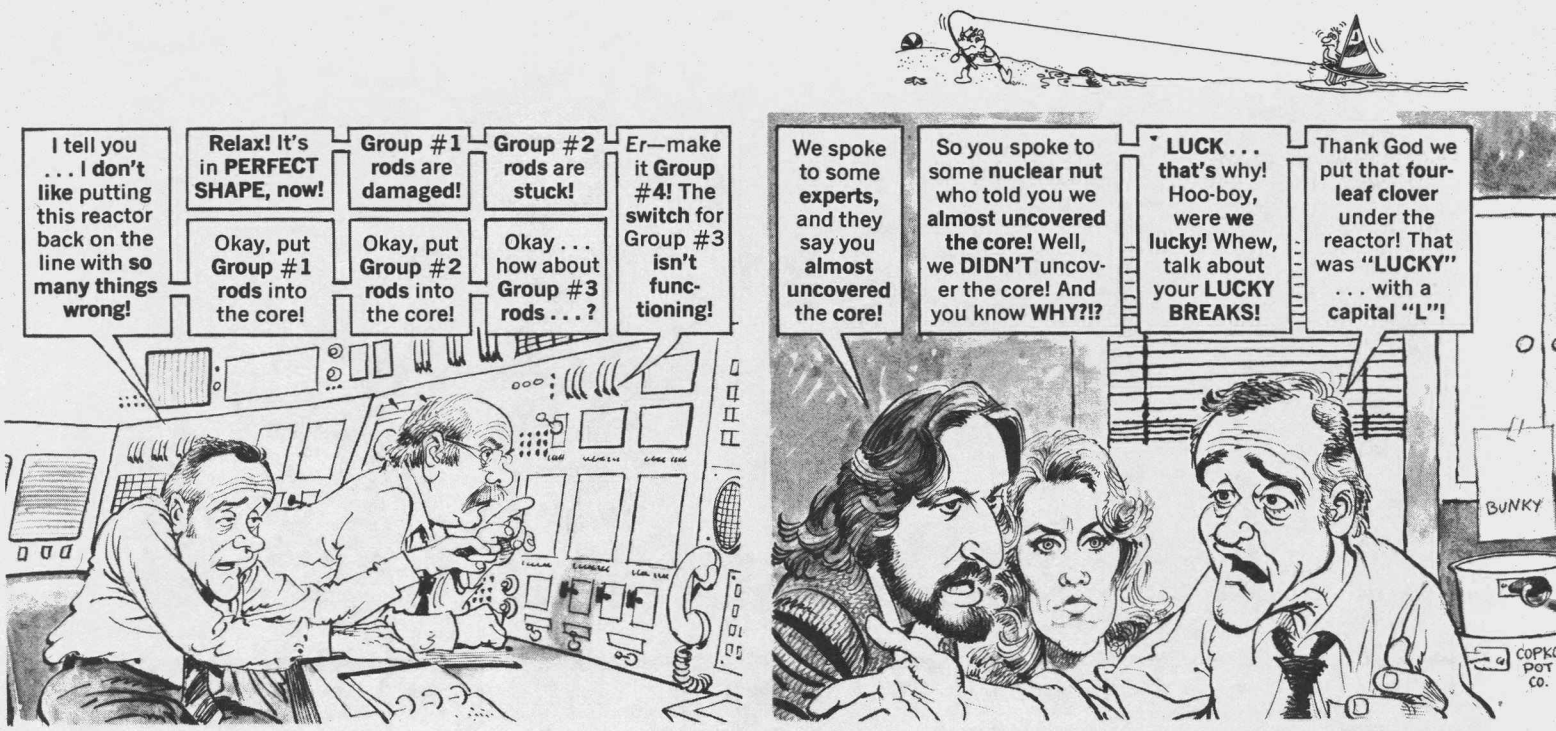
Er—we found another little leak, Goetell!
That'll take three weeks! We want this plant back on the line by tomorrow!!
Are you kidding?! Scotch Tape is TOO FLIMSY to fix a leak!!
Then we'll have to take the whole reactor apart!
What are we going to use to fix the leak? Scotch Tape?
I KNOW!! We'll use FREEZER TAPE!
NUKES KILL LESS PEOPLE THAN WARS


Someone told me you were here, Adamant! Now, where's that film?!?
Just hold on! This is Dr. Korsin, a Physics Professor . . . and this is Frank Adduci, a nuclear power expert!
I'm really no one special! But I just LOVE "Sneak Previews!"
NO NUKES IS GOOD NUKE
NO NUKES
WE WANT WINDMILL

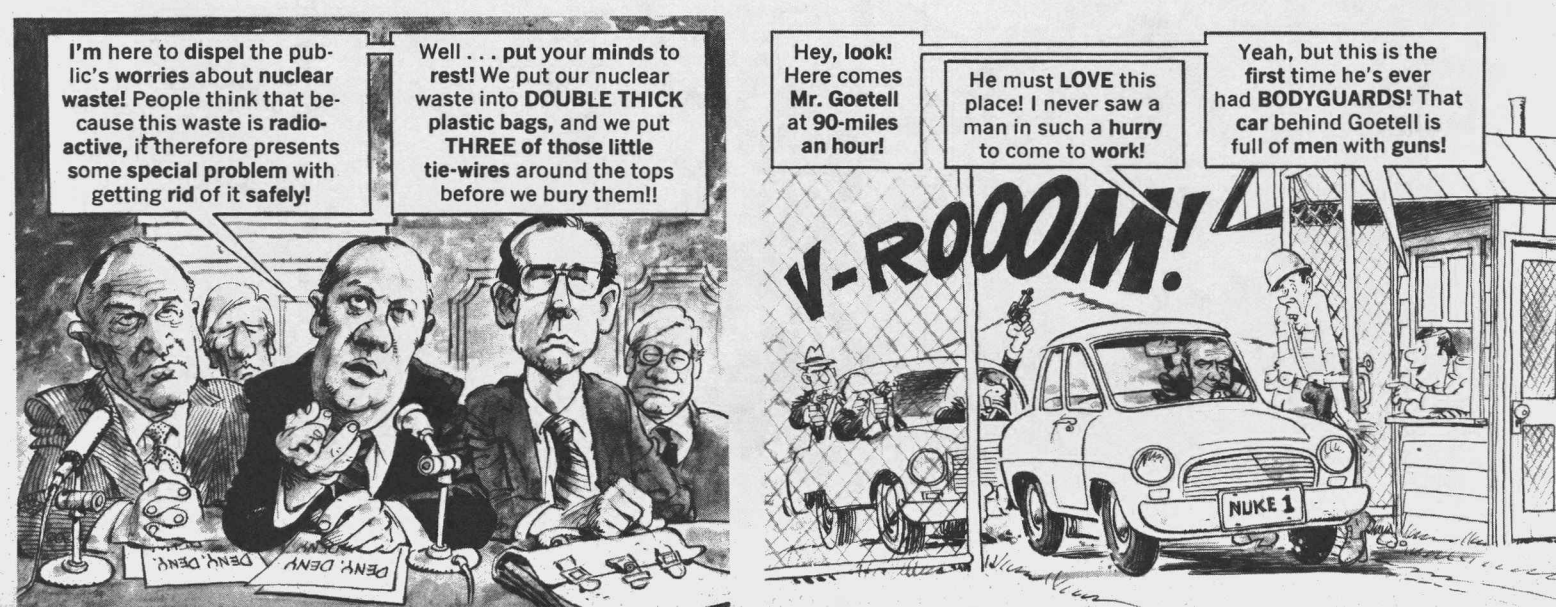

We've looked at that film, Kiddingly, and I must say, you're LUCKY to be ALIVE!
You mean . . . the "accident" at the plant was that bad?
I mean if the EXECS at C.G.&E. knew you shot that film, they'd KILL you!

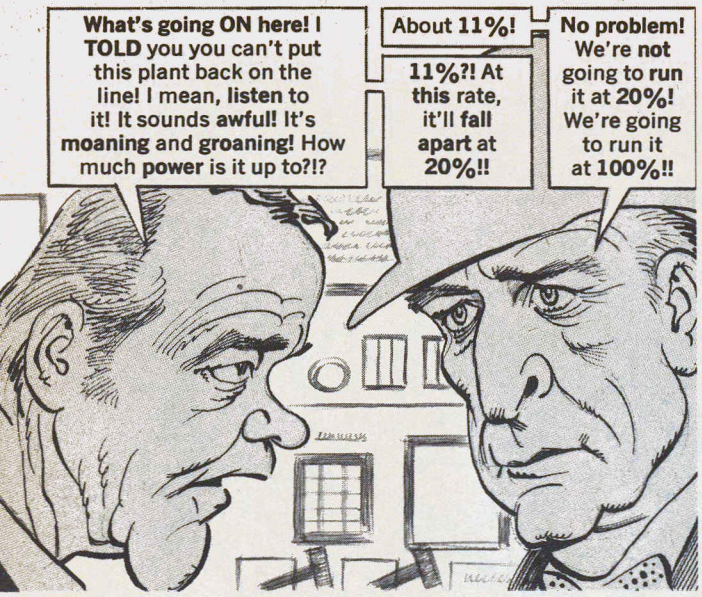

Dr. Korsin says they almost uncovered the "core!" If they HAD, it would've started a radiation leak that would've dug its way to China!
Is that why it's called "The China Sin-Dome?"
Partly that . . . but mostly it's the shoddy way they operate the reactor under the DOME that's REALLY a SIN!
Can anything be done to prevent "The China Sin-Dome?"
The Utility Companies have all chipped in for a GIANT BUCKET to give to China to put under the leak, but I don't feel it's enough!

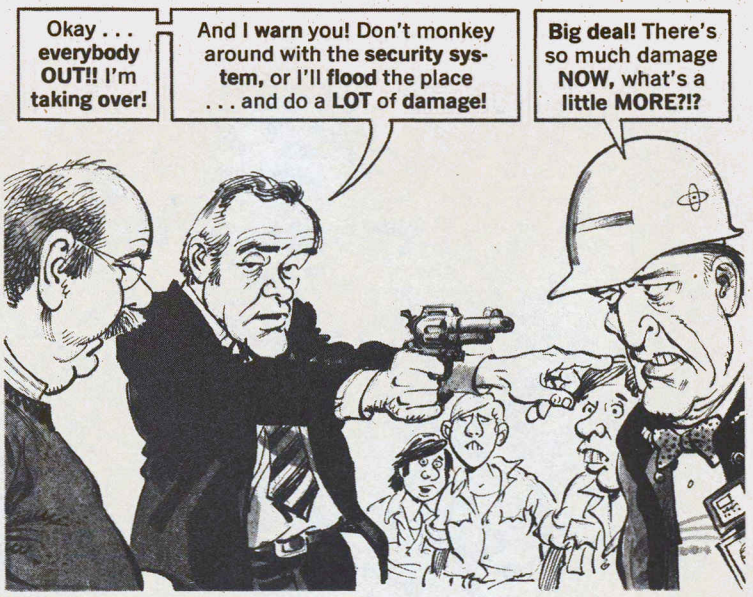

These weld X-rays are all the same! You shot the same weld over and over. See how the word "FOTOMAT" is identical on every one of them?
Don't worry! We're gonna fix everything!
You're going to fix those welds?
No, we're gonna fix your ass! After 'im, boys!!
APE

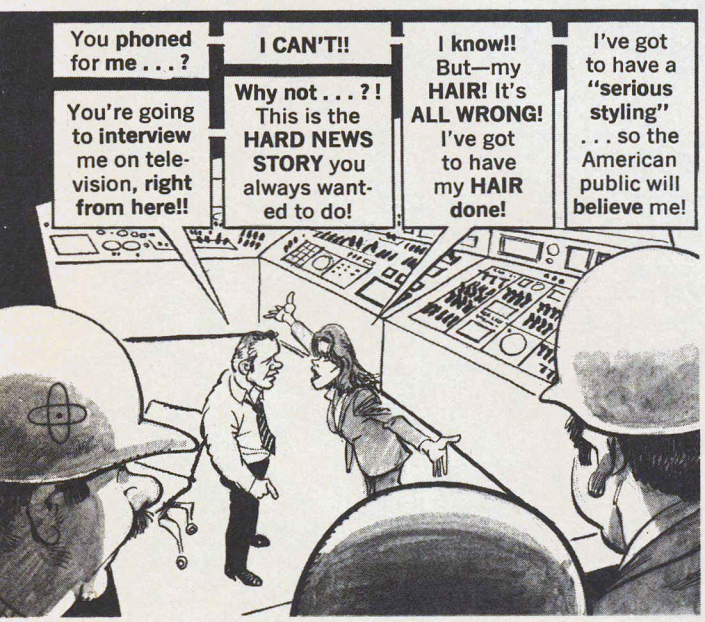

I tell you . . . I don't like putting this reactor back on the line with so many things wrong!
Relax! It's in PERFECT SHAPE, now!
Okay, put Group #1 rods into the core!
Group #1 rods are damaged!
Okay, put Group #2 rods into the core!
Group #2 rods are stuck!
Okay . . . how about Group #3 rods . . . ?
Er—make it Group #4! The switch for Group #3 isn't functioning!
We spoke to some experts, and they say you almost uncovered the core!
So you spoke to some nuclear nut who told you we almost uncovered the core! Well, we DIDN'T uncover the core! And you know WHY?!?
LUCK . . . that's why! Hoo-boy, were we lucky! Whew, talk about your LUCKY BREAKS!
Thank God we put that four-leaf clover under the reactor! That was "LUCKY" . . . with a capital "L"!
BUNKY
COPKO POT CO.

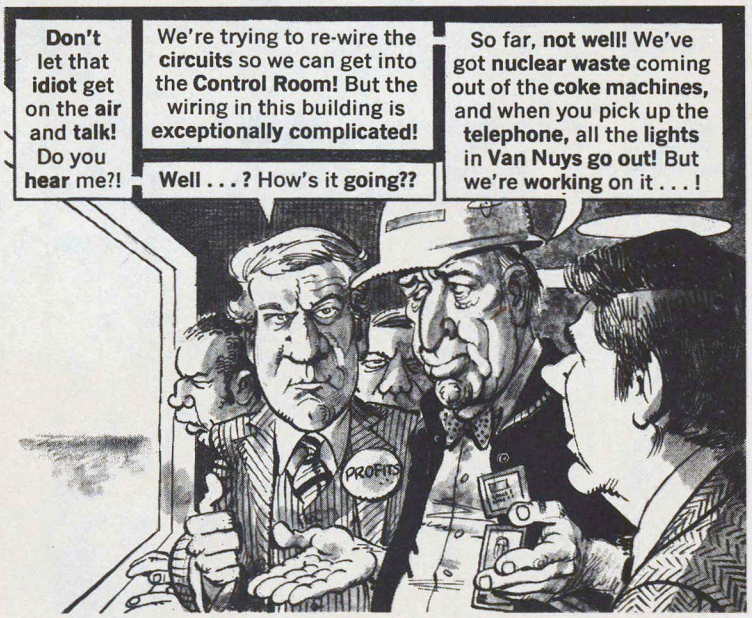
The truth is, someone falsified the records! The plant should be shut down and checked over very thoroughly!
Then, that's what we'll fight for!
Let me warn you, it will cost millions of dollars! Your Electric Bill will go SKY HIGH!
So who cares?! We want safety at any cost!
Now, that's what I call a devoted citizen!
Besides, my rent INCLUDES Utilities!
I—I feel terrible about all this! I'd do anything to help!
Would you go on TV?
Except that!!
Would you go to the Nuclear Safety Hearings?
I'd—rather not!
Can we use your name?
No, no! Please!
Exactly what ARE you willing to do?
Well, if anybody wants to inspect the plant, I'll lend them my HARD HAT!!

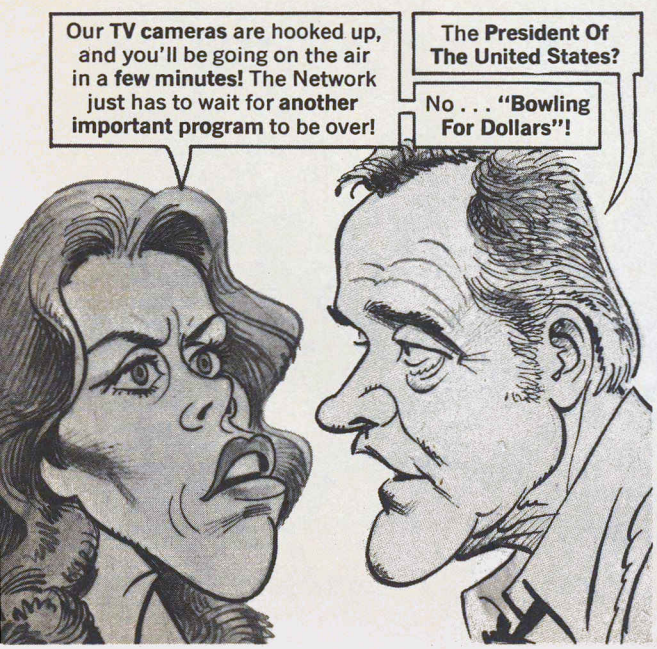

I'm here to dispel the public's worries about nuclear waste! People think that because this waste is radioactive, it therefore presents some special problem with getting rid of it safely!
Well . . . put your minds to rest! We put our nuclear waste into DOUBLE THICK plastic bags, and we put THREE of those little tie-wires around the tops before we bury them!!
DENY, DENY
DENY, DENY
Hey, look! Here comes Mr. Goetell at 90-miles an hour!
He must LOVE this place! I never saw a man in such a hurry to come to work!
Yeah, but this is the first time he's ever had BODYGUARDS! That car behind Goetell is full of men with guns!
V-ROOOM!
NUKE 1

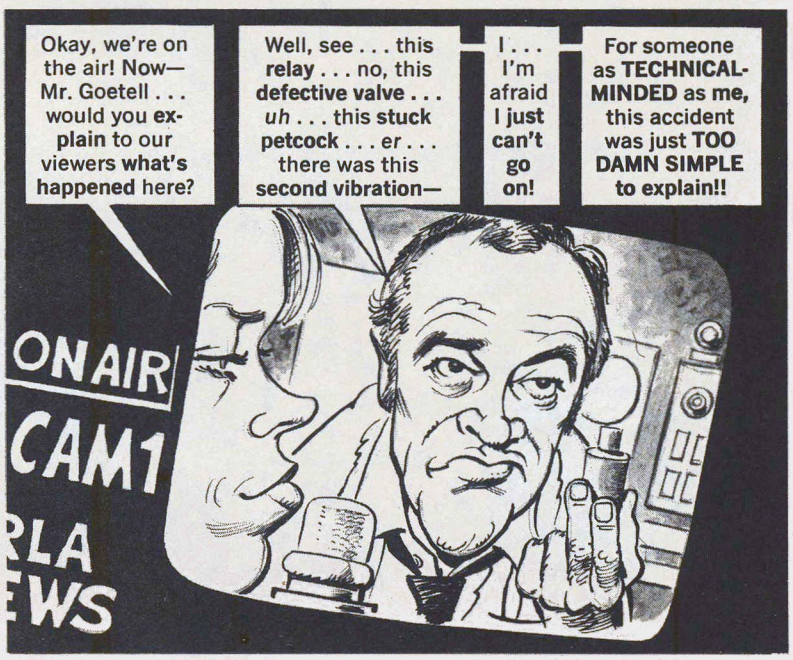

What's going ON here! I TOLD you you can't put this plant back on the line! I mean, listen to it! It sounds awful! It's moaning and groaning! How much power is it up to?!?
About 11%!
11%?! At this rate, it'll fall apart at 20%!!
No problem! We're not going to run it at 20%! We're going to run it at 100%!!

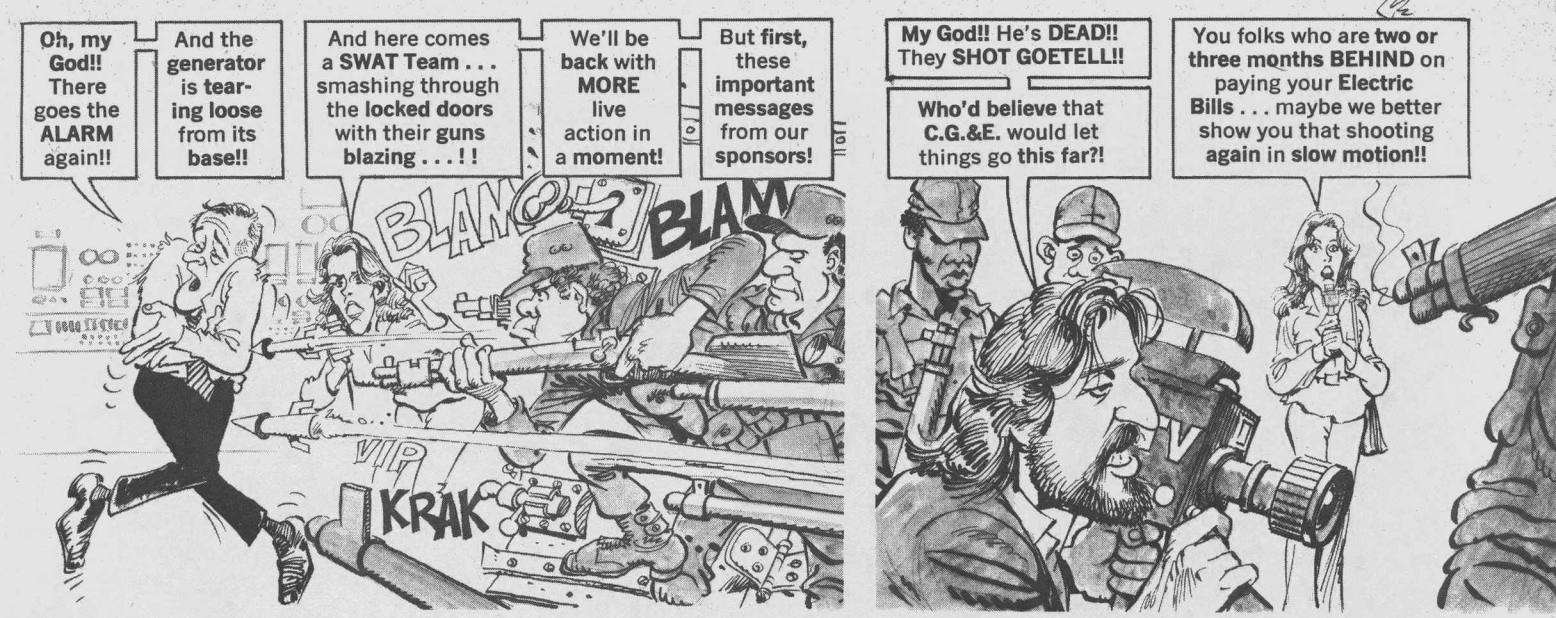

Okay . . . everybody OUT!! I'm taking over!
And I warn you! Don't monkey around with the security system, or I'll flood the place . . . and do a LOT of damage!
Big deal! There's so much damage NOW, what's a little MORE?!?


You phoned for me . . . ?
You're going to interview me on television, right from here!!
I CAN'T!!
Why not . . . ?! This is the HARD NEWS STORY you always wanted to do!
I know!! But—my HAIR! It's ALL WRONG! I've got to have my HAIR done!
I've got to have a "serious styling" . . . so the American public will believe me!


Don't let that idiot get on the air and talk! Do you hear me?!
We're trying to re-wire the circuits so we can get into the Control Room! But the wiring in this building is exceptionally complicated!
Well . . . ? How's it going??
So far, not well! We've got nuclear waste coming out of the coke machines, and when you pick up the telephone, all the lights in Van Nuys go out! But we're working on it . . . !
PROFITS

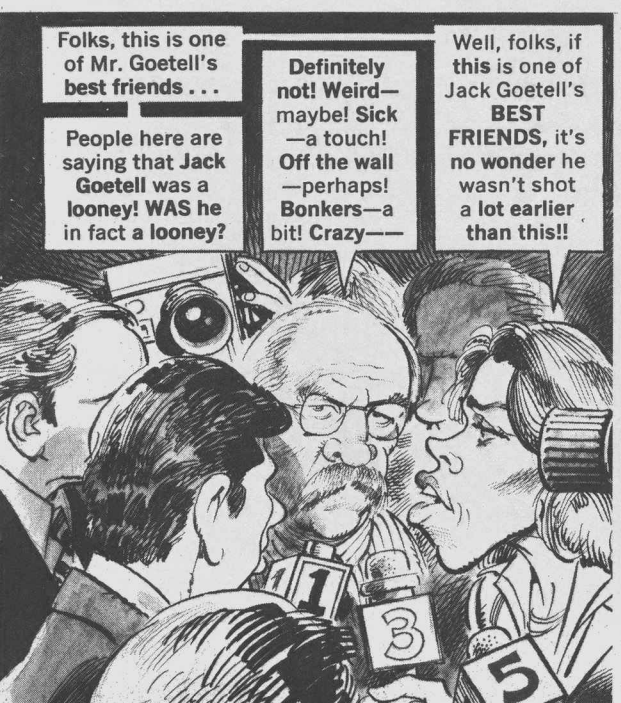

Our TV cameras are hooked up, and you'll be going on the air in a few minutes! The Network just has to wait for another important program to be over!
The President Of The United States?
No . . . "Bowling For Dollars"!

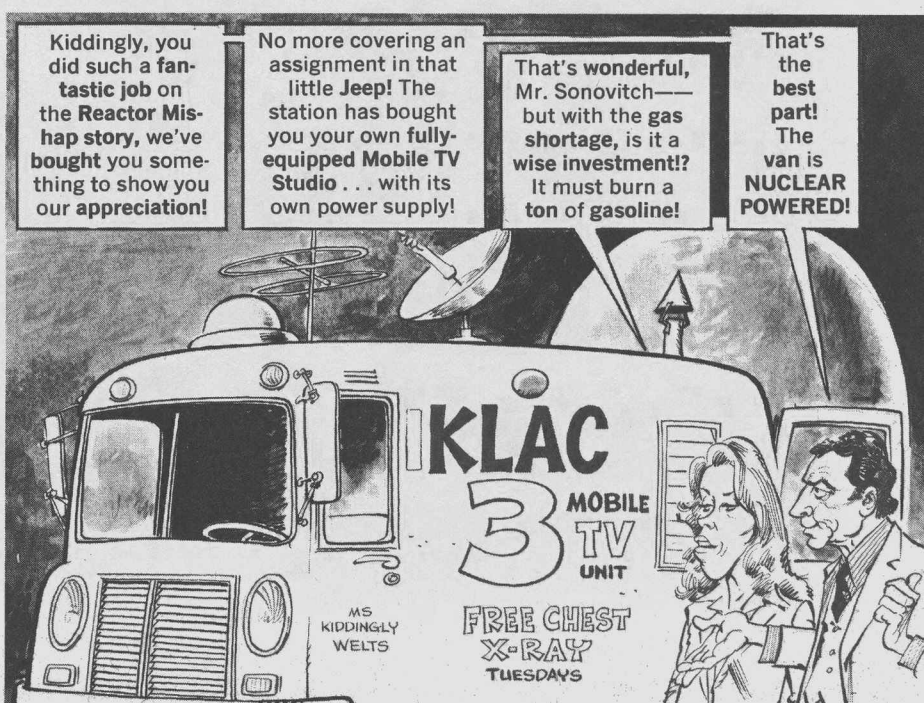

Okay, we're on the air! Now—Mr. Goetell . . . would you explain to our viewers what's happened here?
Well, see . . . this relay . . . no, this defective valve . . . uh . . . this stuck petcock . . . er . . . there was this second vibration—
I . . . I'm afraid I just can't go on!
For someone as TECHNICAL-MINDED as me, this accident was just TOO DAMN SIMPLE to explain!!
ON AIR
CAM 1


Oh, my God!! There goes the ALARM again!!
And the generator is tearing loose from its base!!
And here comes a SWAT Team . . . smashing through the locked doors with their guns blazing . . . ! !
We'll be back with MORE live action in a moment!
But first, these important messages from our sponsors!
BLAM
BLAM
VIP
KRAK
My God!! He's DEAD!! They SHOT GOETELL!!
Who'd believe that C.G.&E. would let things go this far?!
You folks who are two or three months BEHIND on paying your Electric Bills . . . maybe we better show you that shooting again in slow motion!!

I really don't know what all the commotion's about!
But these things happen EVERY DAY at a nuclear power plant! I wish the Press wouldn't make such a BIG DEAL out of some routine problems!
You DON'T?!? An employee is shot!! A reactor falls apart! A reactor core is almost uncovered! News is withheld from the public!
BULL
5
3

Folks, I have a prepared statement to read . . . ! "At NO TIME was this nuclear power plant in danger!"
Okay . . . the PLANT was never in danger! But what about the PEOPLE?!
Like I said . . . the PLANT was never in danger! Now, if you want to talk to any C.G.&E. Executives personally, you can phone them at the Golden Lei Hotel!
The Golden Lei Hotel?! That's in HAWAII!! Why are they in Hawaii?!?
Because it was just impossible to get airline tickets to EUROPE on such short notice!
NEWS BLIMP
TV
KPQR-TV 7
MP


Folks, this is one of Mr. Goetell's best friends . . .
People here are saying that Jack Goetell was a looney! WAS he in fact a looney?
Definitely not! Weird—maybe! Sick—a touch! Off the wall—perhaps! Bonkers—a bit! Crazy——
Well, folks, if this is one of Jack Goetell's BEST FRIENDS, it's no wonder he wasn't shot a lot earlier than this!!
1
3
5


Kiddingly, you did such a fantastic job on the Reactor Mishap story, we've bought you something to show you our appreciation!
No more covering an assignment in that little Jeep! The station has bought you your own fully-equipped Mobile TV Studio . . . with its own power supply!
That's wonderful, Mr. Sonovitch—— but with the gas shortage, is it a wise investment!? It must burn a ton of gasoline!
That's the best part! The van is NUCLEAR POWERED!
KLAC
3
MOBILE TV UNIT
MS KIDDINGLY WELTS
FREE CHEST X-RAY TUESDAYS

HOLLYWOOD BILGE-BOARD DEPT.

Everyone loves to read gossip . . . especially about Movie Stars. In fact, the Movie Studios are just as anxious to supply gossip and scandal as the public is eager to read it, because it's great publicity and terrific box office. But the usual outlets for such sordid information are dying out. Scandal magazines have just about faded, gossip columns have become trite and hackneyed, and movie fan magazines are only read by fat freckle-faced 14-year-old girls. So if the studios want to reach the multitude of gossip-hungry movie-goers, they are going to have to take over the responsibility of spreading the gossip themselves. One really effective way they can do this is to use the outlet that every movie fan reads — the Movie Ad itself. Can't you see just these . . .

MOVIE ADS WITH BEHIND THE SCENES GOSSIP

FINALLY, AFTER ALL THE AGGRAVATION AND TEMPER-

20th CENTURY-FARCE resents

CLEAV

THE SPECTACLE THAT TOOK 10 YEARS TO MAKE, 28 BANKS

ELIZABETH TAYLORMADE (as Cleopatra)

RICHARD BU (as Antony)

FEATURING

Antony and Cleopatra fleeing up the Nile on a secluded barge!
Passionately embracing in a romantic Tyrrhenian fishing village!
Making love in the Colosseum while thousands of Romans cheer!
And every so often, agreeing to come back to work on the picture!

WITH SPECTACULAR DISPLAYS OF EMOTION, JEALOUSY, RAGE, TEMPERAMENT AND RUDENESS

Like when real-life husband and wife of stars (Eddie Fishcake and Sybil Burnedup) visit set and watch Elizabeth and Richard in a record-breaking 40 minute love scene—which ends when the Director taps them on shoulder and says, "Okay, break it up, you two! We're ready to start filming now!"

20th Century-Farce gratefully acknowledges

ARTIST: JACK RICKARD
WRITER: ARNIE KOGEN

TANTRUMS AND AFFAIRS AND SCANDALS AND NAKED RUNNING AROUND . . .

AGEPATRA

S TO FINANCE, AND LEFT US HOPELESSLY IN THE RED FOR 40 MILLION BUCKS TO START OUT WITH!

starring

URNEDUP REX HARRASMENT RODDY McTOWEL DURWARD KIRBY

(as Caesar) (as Octavius) (as the Asp)

PRODUCED BY WALTER WAGER **DIRECTED BY JOSEPH L. MAKEAWISH**

Formerly directed by:

Sidney Luma (1960-62) Fired by Wager for ridiculing final shooting script
Stanley Boyd (1957-59) Fired by Wager for talking back to Miss Taylormade
Louis B. Cordaro (1955-56) Fired by Wager for exhibiting too much talent
Julius LaRosa ('54) Fired by Godfrey. Not this film, but can we ever forget?

AND INCLUDING THE FOLLOWING BREAKDOWNS:

Salary Breakdowns: *Miss Taylormade* — $1,000,000 plus $50,000 a week overtime, plus 10% of distributor's gross, plus 50% of local theaters' gross, plus 60% of candy counters' gross, plus 15% of ushers' salaries, plus 10% of Alice Faye's 20th Century-Farce TV movie residuals. *Everyone else in the cast:* Divvy up the deposit bottles. **Gown Breakdowns:** Hundreds during the filming. A few are even sneaked past censors and appear on the screen. **Nervous Breakdowns:** The Producer, the Director, the Accounting Staff, the Distributors, and Alice Faye.

the cooperation of Charlton Heston for giving us his permission to use Israel for some of the film sequences.

A GANG OF MODERN DESPERADOES — DRINKING, PILLAGING, CAROUSING, RUNNING WILD THRU THE COUNTRYSIDE, ABDUCTING WOMEN, STEALING FROM THE RICH AND KEEPING IT FOR KICKS! AND ALL THIS OFF CAMERA IN THEIR SPARE TIME WHILE FILMING . . .

ROBIN AND THE 7 CLYDES

Nominated By The Motion Picture Academy For 5 Academy Awards
Nominated By The Local Cops For 31 Disorderly Conduct Charges

STARRING...

FRANK **SINGATRA** • DEAN **MARTINI** • SAMMY **DAHVIN, JR.** • JOEY **PUSHUP**

DRINKING...

8 QUARTS **BOURBON** • 17 QUARTS **SOUR MASH** • 19 BOTTLES **MANISCHEWITZ** • 1 GLASS OF **SCHAV**

Being Egged On By Nutty Clan Members Visiting The Set, Like:

Shirley McLooney • Peter Loudmouth • Judy Gargland

And Introducing The Surprise Drunk Of Rehearsals, Songwriter Sammy Con

(Who doesn't even have anything to do with the picture!)

FEATURING THESE EXCITING LAW SUITS.

AGAINST DEAN MARTINI
By Mrs. Agatha Frimp, a housewife, who claims that Dino had wrecked her magnolia garden when he staggered drunk across it while trying to use her sprinkler system as a "chaser."

AGAINST FRANK SINGATRA
By Terrence Greps, a local barber, who claims Frankie called his daughter Margo a "Broad." Daughter Margo is exactly 3½ years old!

AGAINST JOEY PUSHUP
By Vincent McFump, the 12-year-old boy who fell from the rafters and through the set floor after sneaking in to watch the shooting. As the entire cast ran toward the kid, Joey ad-libbed: "It's all right! Every boy goes through a stage!!"

Don't breathe a word about the embarrassing incident at rehearsal when a skinny kid obviously suffering from M-D was dragged from the set screaming "I like it! I like it!" after heckling Dean Martini.

BITS! LINES! GAGS! SCHTICKS! UNBELIEVABLE AD-LIBBING!

It's The Clan At Their Wildest—And It's All Cut From The Film!

(It may be cleaned up and released at a future Friars Club Stag Party!)

B-O PLENTY DEPARTMENT

Following is the first and last installment of an exciting new series of one article dealing with courageous, enterprising businessmen who are succeeding in the face of seemingly insurmountable odds. Join us as we introduce you to

MAD'S "MOVIE THEATER OWNER OF THE YEAR"

ARTIST: JACK RICKARD WRITER: LARRY SIEGEL

This is **Irving Mulct,** MAD'S **"Movie Theater Owner of the Year!"** Mr. Mulct, I'm columnist **Dorothy Killfith.** I'm on a special assignment with MAD to do a story on you . . . the angle being: With so many movie theaters closing and owners going bankrupt because of TV, how come **you've** been making a **fortune?**

I'd be very happy to show you around and give you my success story, Miss Killfifth. Incidentally, I'm delighted that you're writing for MAD now. That's a very funny magazine, and to me you've always been one of the world's **funniest columnists** — especially when you write seriously about **Hollywood** and the **Stars!**

MAD

Butts

NOW PLAYING
RECOMMENDED FOR ADULTS ONLY!
One man's lust!
One woman's passion!
One couple's plunge into the fiery depths of love and desire and hoo-hah dirt!

First of all, the idea is to lure customers into the theater with eye-catching posters — preferably ones with pictures and copy that have **nothing** to do with the **movie!**

I see! Say, those **are** some posters you have! Tell me, what picture is playing today?

Walt Disney's "Marvin, The Friendly Whale!"

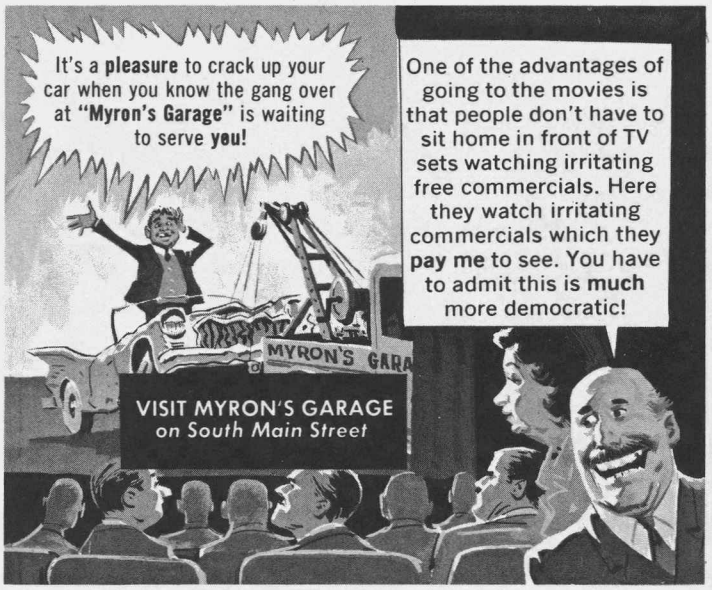
TODAY

RECOMMENDED FOR ADULTS ONLY

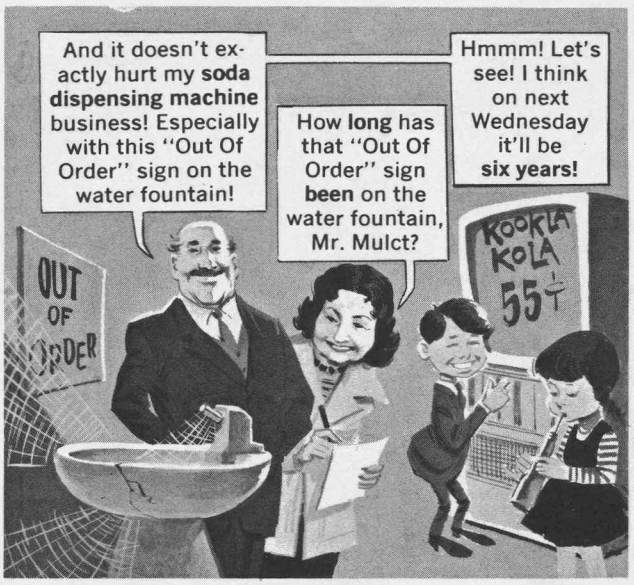
NOW!

WOW!

How ingenious! But I'm a bit confused! If you're showing a Disney movie, you **want** to get the kids into the theater! Why does it say "Recommended For **Adults** Only?"
Ha! Ha! That's what **really** gets the kids in! No youngster can **resist** that sign! Don't forget, I don't say **"Absolutely** For Adults Only!" I say **"Recommended** For Adults Only!" Actually, I'll let **anybody** in! You should see the turnout of kids I get for a **Brigitte Bardot** picture! Now, let's go to the ticket window —
One of the tricks of a successful theater owner is to know **when to change admission prices!** Now watch an expert in action!
Listen, Bernice! For the last time — I don't want to see a Walt Disney picture! I've had it up to here with those cute little animals and . . . *gulp!*
Holy cow! Look at that poster!
Two! Gi'me two, please!
Sorry, sir! The prices always change promptly at 11 minutes and 19 seconds after 8:00 . . .
ADMISSION .95
ADMISSION 1.80
Irving Mulct is a fink!
DO NOT PATRONIZE THIS THEATRE
DIRTY DIRTY DIRTY
Irving Mulct is corrupting our youth!
THIS THEATRE SHOWS DIRTY FILMS
Oh, dear! I notice your theater is being picketed! This is going to cost you plenty!
Plenty is right! **Three bucks an hour for each picket!** But it's worth it! I get 500 extra patrons a day with this gimmick! Everybody likes to see something he thinks he shouldn't see! Shall we go into the lobby now . . . ?
Merton! Hold that sign up higher!
Sidney, you're not cursing me loud enough!
How about some candy, Bernice?
I'll have a small chocolate bar, Clyde!
Now, Miss Killfifth, I'll show you my **biggest** profit-maker, the **candy counter!** Notice that girl asked for a **small** chocolate bar . . .
GOODIES
Sorry, sir! This is the **smallest** chocolate bar sold in American movie theater lobbies! That will be **$3.50** . . .
Er . . . Can I pay for it by check?
CHOCOLATE


It's a **pleasure** to crack up your car when you know the gang over at **"Myron's Garage"** is waiting to serve **you!**
MYRON'S GARA
VISIT MYRON'S GARAGE
on South Main Street
One of the advantages of going to the movies is that people don't have to sit home in front of TV sets watching irritating free commercials. Here they watch irritating commercials which they **pay me** to see. You have to admit this is **much** more democratic!

You're absolutely right, Mr. Mulct! *Whew*—say, it's **stifling** in here! I don't understand! Your sign outside said **"Completely Air-Conditioned"!**
Actually, it's the **lobby** that is completely air-conditioned, Miss Killfifth! The inside of the theater is only **partly** air-conditioned! In other words, I throw the conditioner on in there for about three minutes a day! You'd be surprised how many **colds** I save patrons that way! I also save **$200 a week** in **electricity!**

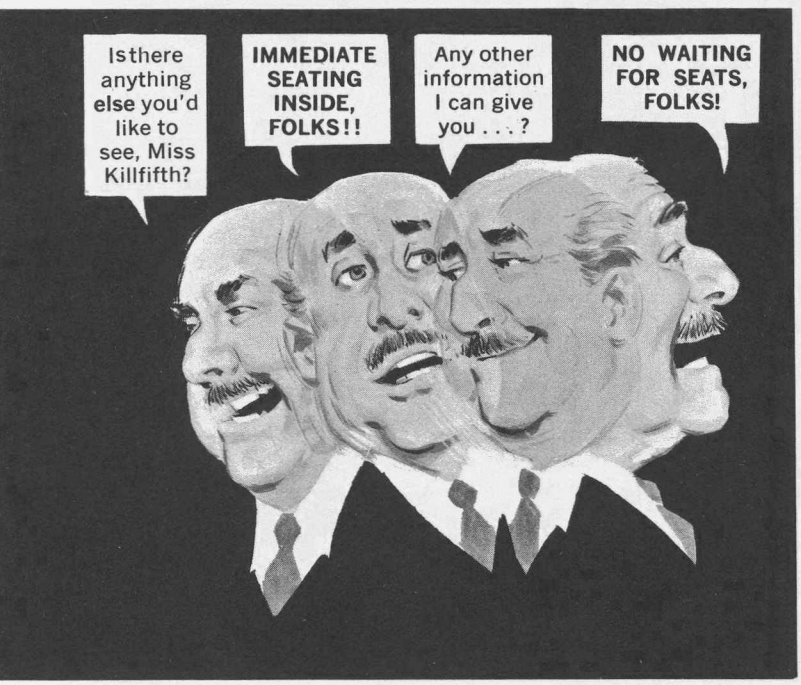

And it doesn't exactly hurt my **soda dispensing machine** business! Especially with this "Out Of Order" sign on the water fountain!
How **long** has that "Out Of Order" sign **been** on the water fountain, Mr. Mulct?
Hmmm! Let's see! I think on next Wednesday it'll be **six years!**
OUT OF ORDER
KOOKLA KOLA
5¢

This is my telephone program information set-up. Using this recording machine, I save $90 a week by not having to hire a girl to answer phone calls. Listen, here's a call now!
Hello, what's playing today, please?
Greetings from the Taj Mahal Theater. This is a recorded announcement. Today we are showing "Marvin The Friendly Whale." The feature goes on at 2:00; 4:00; 6:00; 8:00; and 10:00 PM. For further information call ZQ 6-5899.

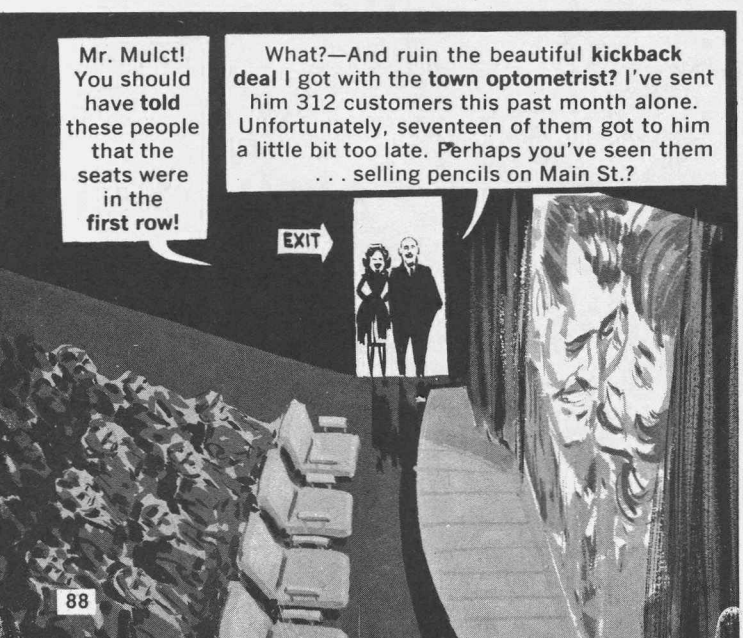
Oh, here's another call . . .
Hello, my little boy Bertram left for your theater **seven** hours ago and he hasn't come back . . .
Greetings from the Taj Mahal Theater. This is a recorded announcement—
Could you look for him? He's wearing a blue cap and was carrying 19 salami sandwiches!
Today, we are showing "Marvin The Friendly Whale." The feature goes on at 2:00—
I'm going out of my mind with worry. I'm locked out. My roast is burning. And Bertram has the only key—
6:00; 8:00; and 10:00 PM. For further information, call ZQ-6-5899.
ZQ-6-5899? All right! I'll try that number! Oh, I'm going insane—

You know, Mr. Mulct! I **always wondered** what happens when you call that other number for further information!
We'll see what happens right now! Here's that woman's call . . .
Hello, is this ZQ-6-5899? Look, my little son Bertram is lost and I—
Greetings from the Taj Mahal Theater. This is a recorded announcement. For program and time information, call ZQ-6-1000.

Oh, here comes Frank with the latest bunch of travel shorts. I always show travel shorts in my theater. They're educational, informative, and mainly I get them free from various publicity offices! What have you got for me this time, Frank?
I've got "Fishing For Herring Off Madagascar With The Swiss Navy"; "Roller Skating Through Mozambique"; "Lady-Bug Hunting In Passaic, New Jersey" and "The Ring-O-Leavio Champions of Guatemala". . .


Is there anything **else** you'd like to see, Miss Killfifth?
IMMEDIATE SEATING INSIDE, FOLKS!!
Any other information I can give you . . . ?
NO WAITING FOR SEATS, FOLKS!

Mr. Mulct! I didn't see any **empty seats** inside the theater! Why do you say there is immediate seating?
There are **always** available seats! Come with me as I escort this couple—
POP CORN
05¢

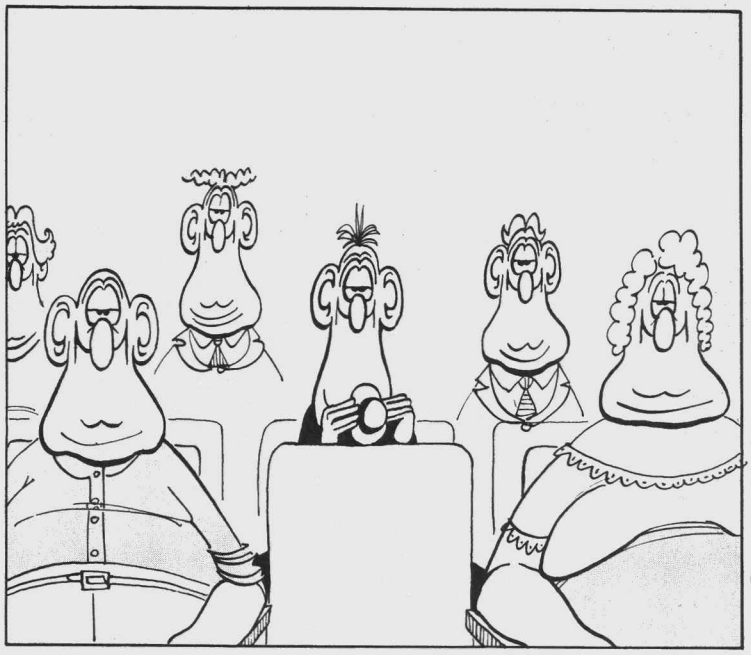

Mr. Mulct! You should have **told** these people that the seats were in the **first row!**
What?—And ruin the beautiful **kickback deal** I got with the **town optometrist?** I've sent him 312 customers this past month alone. Unfortunately, seventeen of them got to him a little bit too late. Perhaps you've seen them . . . selling pencils on Main St.?
EXIT

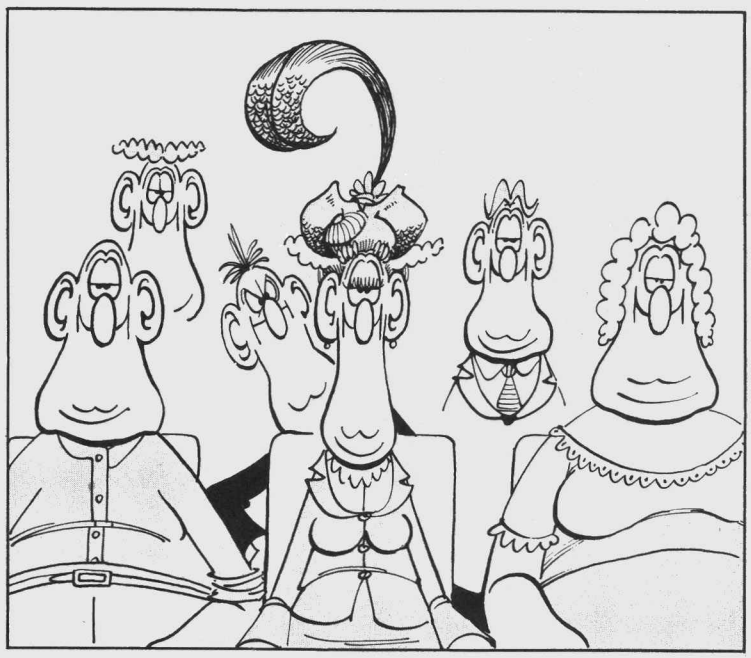
Well, thank you for a wonderful interview, Mr. Mulct. It's obvious that no matter how popular TV is, the movie theater business will **never die!**
Thank **you,** Miss Killfifth. Oh—say! Before you leave, perhaps you'd like to stop in at my **"Lost and Found"** room. I'm having a special **Clearance Sale** just for my friends this week. I've got a dandy **ladies' watch** that I'll let you have for $25—and a wonderful **necklace** which I've marked down to $65—and a fine selection of **umbrellas, left shoes, wallets—**

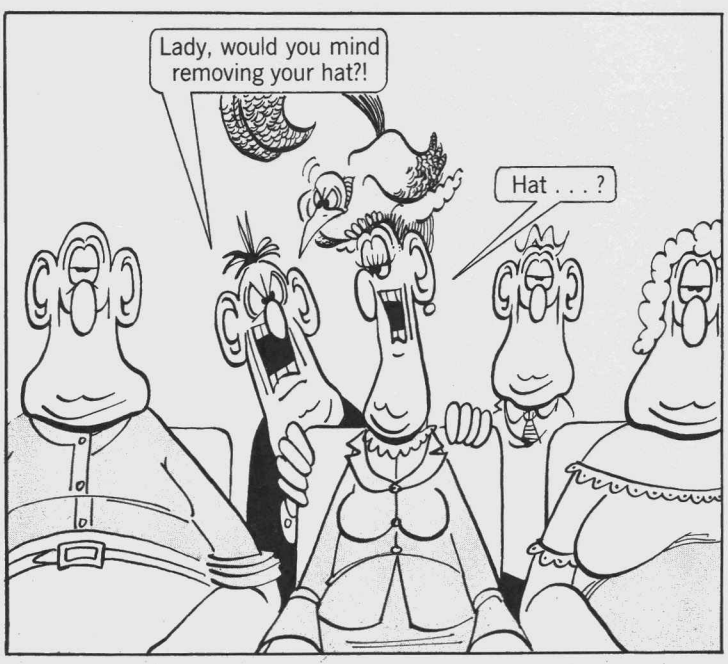
DON MARTIN DEPT. PART III

Don Martin's favorite film fare is the color cartoon. Unfortunately, he never gets to see one—because when he comes in, the cartoon characters stop performing to laugh at him. Like f'rinstance when this happened

AT THE MOVIES







A ROLLING STALLONE GATHERS MORE GROSS DEPT.

Remember not too long ago when rotten people were the heroes of American movies? Amoral guys like motorcycle riders and fat, boozy, middle-aged guys who gunned down teenagers? Then, a few years back, along came a Boxer named "Rocky," and everything changed! Suddenly, as in the glorious films of the past, the average movie-goer found things in "Rocky" that he could *really identify* with: decency, honesty, stupidity! Anyway, the picture made over 50 million dollars, and suddenly the studio found something *it* could identify with: greed! So it made a sequel! Well, we did our version of the original movie in MAD #194 . . . and being just as greedy, we've made a sequel version of the sequel. Get ready for . . .

ROC

How come I get the feeling that I've **seen** this fight **before**? ! ?

That's because you **HAVE** seen it before, stupid! It's the **last scene** of the **original movie**! It's **used** to introduce the **sequel**!

You can **DO** it, Rockhead! You're gonna be **CHAMP**! !

YOU'RE cheering for a guy who **lost** a **fight** we **already saw** . . . and **I'M stupid**? ?

Hey . . . look at **Rockhead**! He's got a **dumb, glassy look** on his face! How long can he **go on** like this? !

Probably **another 50 years**! He looked like that **BEFORE** the fight started!

Isn't this **absolutely incredible**? ! Rockhead is **STILL ON HIS FEET**! !

Yeah! ! **NOBODY** stays up **THIS LATE** in Philadelphia!

Hey, you're doin' **great**, Rockhead! But . . . say d' **woid** an' I'll **stop** the **fight**!

It's **really fantastic**! A **poor unknown bum**, almost going the **distance** with the **Champ**!

He don't look so **poor** to **me**!

Well, **look again**! His **Trainer** is about to throw in a **PAPER TOWEL**! !

I LOVE you, Rockhead! **I LOVE you**!

Hey, **who's that**?

It's **Atrium**, his **girlfriend**! It's the **old story** all over again: **"Beauty and the Beast"**!

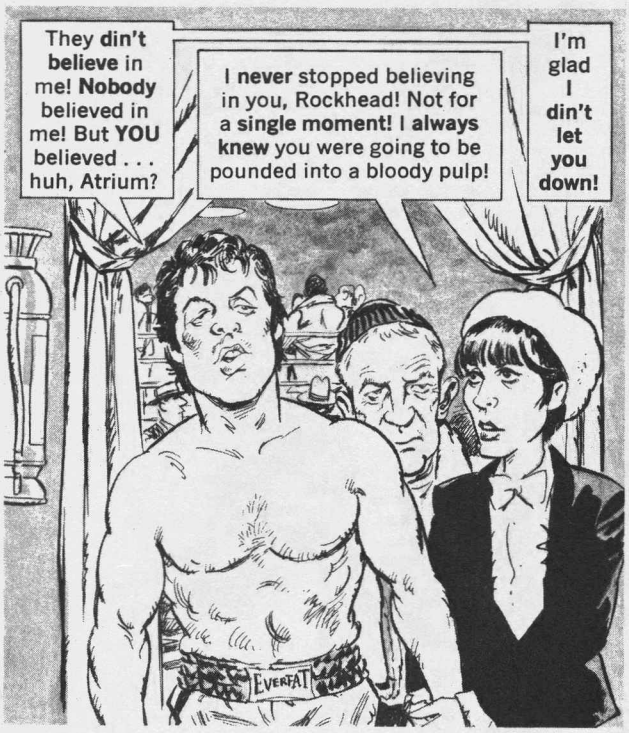
Ahh, **she** don't look **THAT bad**!

You call this a **FIGHT**? It's **DISGUSTING**! ! **STOP it**! ! It's **too VIOLENT**! **Too BRUTAL**! ! **Too BLOODY**! !

Shaddup, you lousy Pinko! It's people like **you** who wanna **destroy** the **American Way of Life**!

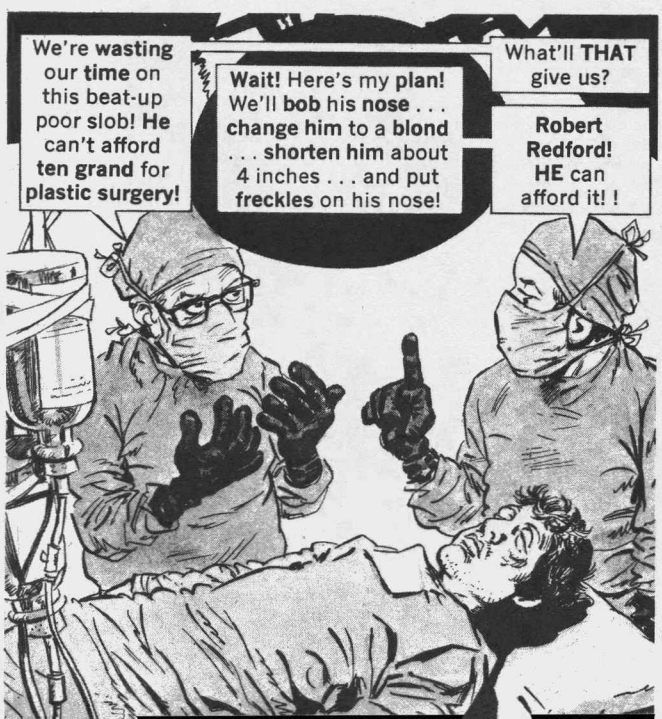
torres

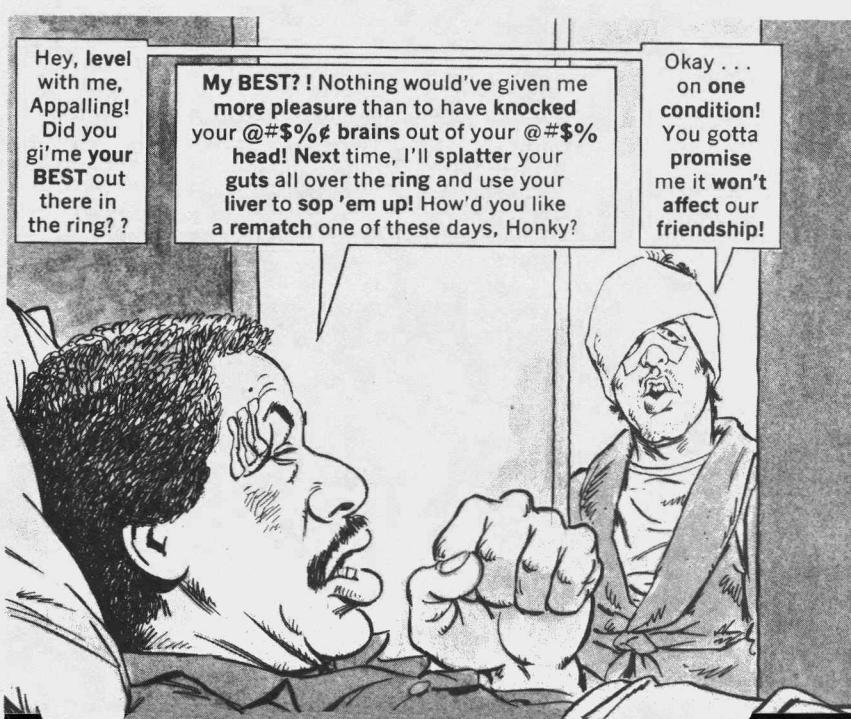
KHEAD II



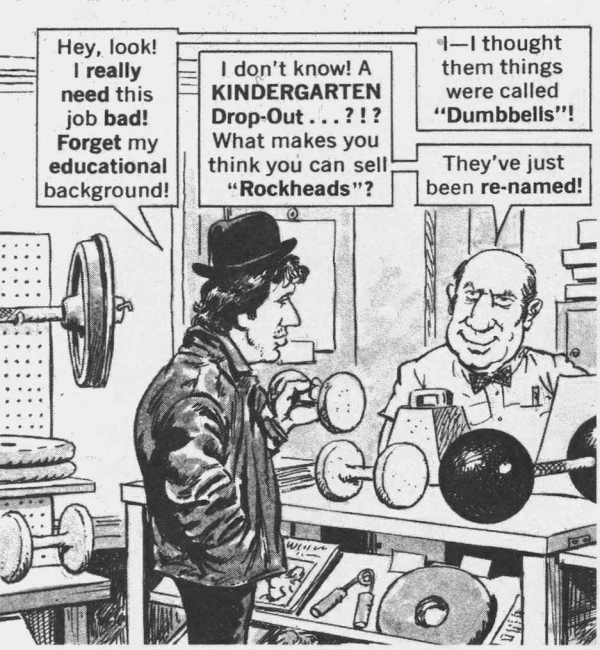
ARTIST: ANGELO TORRES

WRITER: LARRY SIEGEL



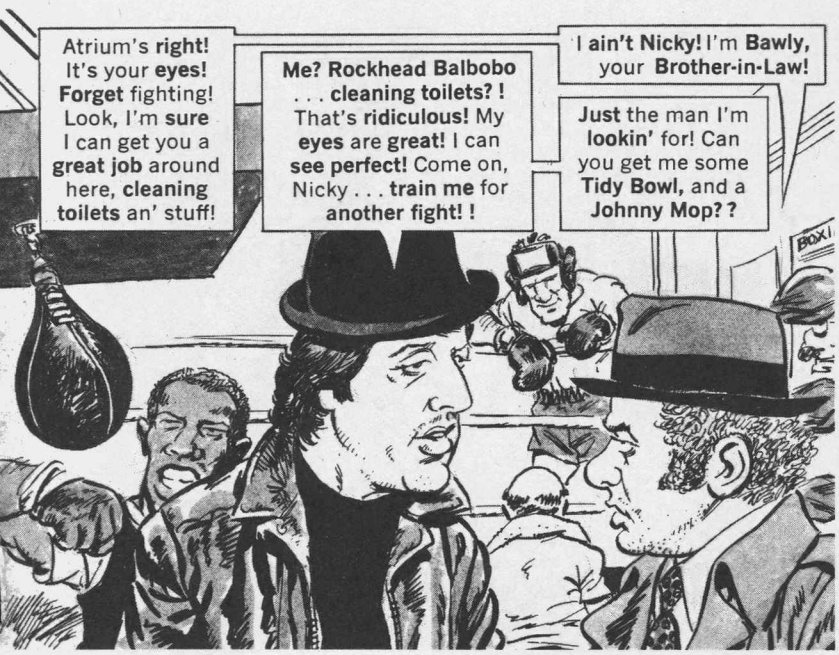


Atrium, I—I don't express myself too good! But right now, as I walk with you, I got like a burning feeling deep in my heart, and I'm all mixed up inside! Could you . . . ? Would you—
Oh, Rockhead, you poor silly fool! Of course I'll marry you!
Actually, I just wanted to borrow a "Rolaid"! But, well, okay . . .
. . . I now pronounce you "Man and Wife"! You may kiss the bride . . .
I know I ain't been too smart, but I'm improving, right? I didn't get lost on the way to the Church, and I remembered the ring, right! So—Hey, when do you think you're gonna get rid of this terrible skin condition you suddenly came down with?
As soon as you lift my veil! !
Darn! An' I was doin' so well there for a while!
Honey, now that we're married, what's the very first thing you want me to do with my fight money . . . ?
A CAR might not be a bad idea!
JUST MARRIED
Wow! A new car—house—clothes! I keep forgetting I'm married to Rockhead Balbobo! !
Hey, baby, it's our first wedding anniversary! Let's celebrate! Wha'd'ya say you put on your mink coat, and then we feed the goldfish and take out the garbage? ?
But NOW I remember! !
Darling . . . I got news! Soon, there's going to be the patter of little feet around the house!
You mean we—we're gonna have a baby?
No . . . Shortly Muldoon, from the Finance Company, is coming around to repossess the car!
Okay! Okay! I can take a hint! I'll get a job! !
DELPHIA EAGLE
"HE-MAN AFTER SHAVE" commercial! Take Twenty-Seven . . . ! "ACTION! !
Hi-there-I-always use-He-Man-After-Shave-Lotion-It makes-me-smell-hell . . . I mean—swell-well . . . I mean—smell-swell!
CUT!
I thought I told you to fire him! !
I tried! But how do you tell a guy he's not bright enough to play a CAVEMAN! ?
Look, Balbobo . . . I'm sorry . . . but it's not working out! You can't seem to read those "Rockhead Cards"! !
I thought that, in TV, they were called "Idiot Cards"!
Well, they've just been re-named!
Oh . . . THAT's how you tell him! !

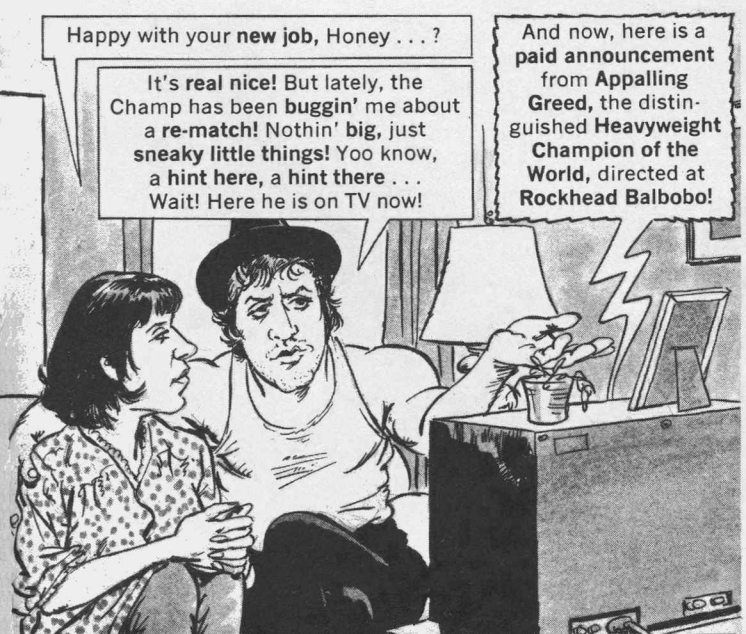

Hey, look! I **really need** this job **bad! Forget** my **educational** background!
I don't know! A **KINDERGARTEN Drop-Out . . . ? ! ?** What makes you think you can sell **"Rockheads"?**
I—I thought them things were called **"Dumbbells"!**
They've just been **re-named!**

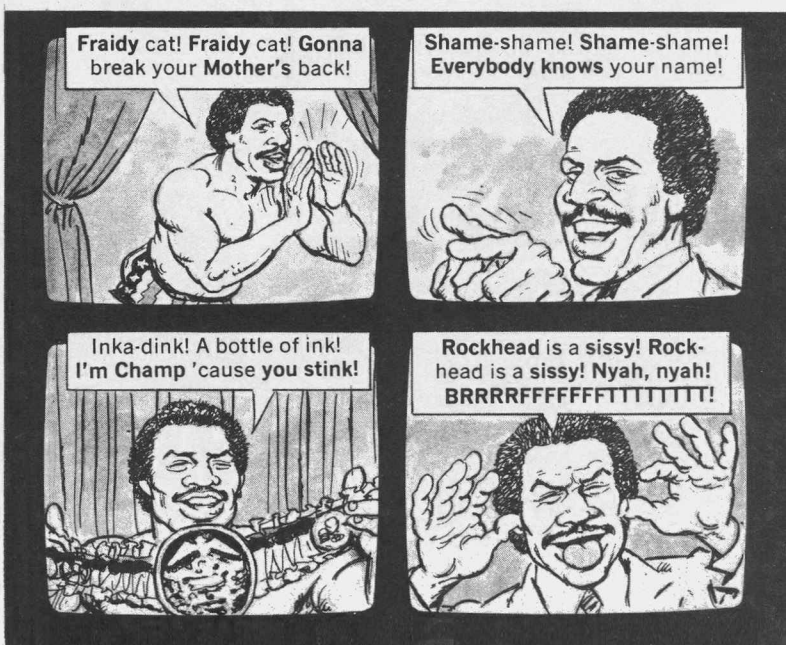
You gotta get me a **job, Greaso!** I'll do **anything!** I'll **run** the **numbers,** I'll **book** the **horses** . . . I'll **even push "Rockhead"!**
I thought it's called **"Dope"!**
I got a **feel-ing** it's gonna be **re-named!**

You **CAN'T** box again! Don't you remember what the **Doctor** said? ! ?
Sure! That'll be **$10,000,** please!
No, **BEFORE that!** He said **one more fight** and you could **go blind—**
I **NEVER** heard him say **that! !**
Also **deaf!**


Atrium's **right!** It's your **eyes! Forget** fighting! Look, I'm **sure** I can get you a **great job** around here, **cleaning toilets** an' stuff!
Me? Rockhead Balbobo . . . cleaning toilets? ! That's **ridiculous!** My **eyes** are **great!** I can **see perfect!** Come on, Nicky . . . **train me** for **another fight! !**
I **ain't Nicky!** I'm **Bawly,** your **Brother-in-Law!**
Just the man I'm **lookin'** for! Can you get me some **Tidy Bowl,** and a **Johnny Mop? ?**
BOX!

How do you like the way I been **cleaning** the **toilets,** Nicky . . . ?
Terrific, Rockhead! ! And **NOBODY** can empty a bucket of **spit** like you! ! Listen, I got **great news** for you! I'm givin' you a **promotion!**
To **what? ?**
Tomorrow, I'm movin' you up to **PUKE! !**
EVERSLOB


Happy with your **new job,** Honey . . . ?
It's **real nice!** But lately, the Champ has been **buggin'** me about a **re-match!** Nothin' **big,** just **sneaky little things!** Yoo know, a **hint here,** a **hint there** . . . Wait! Here he is on TV now!
And now, here is a **paid announcement** from **Appalling Greed,** the distin-guished **Heavyweight Champion of the World,** directed at **Rockhead Balbobo!**

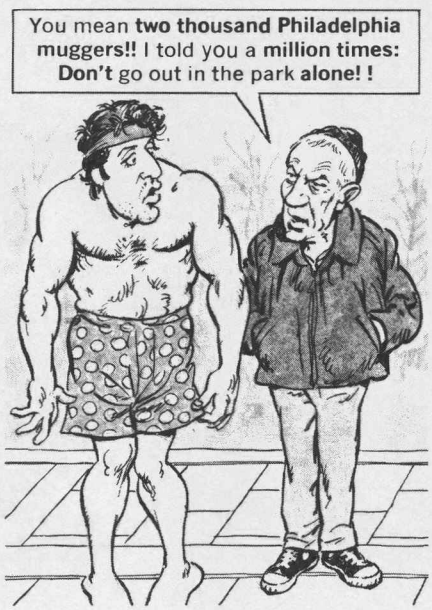

Fraidy cat! **Fraidy** cat! **Gonna** break your **Mother's** back!
Shame-shame! **Shame**-shame! **Everybody knows** your name!
Inka-dink! A bottle of ink! **I'm Champ** 'cause **you stink!**
Rockhead is a **sissy! Rock-**head is a **sissy! Nyah, nyah! BRRRRFFFFFFFTTTTTTTT!**

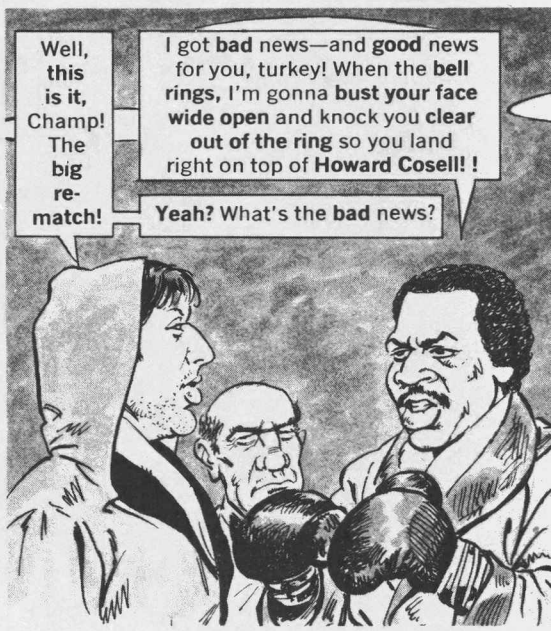
See? Sneaky little things like that! ! I just gotta fight him again! I just gotta! !
Fighting! That's all you ever think about! you haven't thought of ME in weeks! What kind of marriage IS this? ! FORGET about boxing! !
Are you asking me to STOP being a MAN? !
I'm asking you to START being one!
Not tonight! I've got a headache!
YOU! !
We gotta build up your stamina! If you can catch a chicken, then you'll be in terrific shape!
Pant-pant . . . C'mon, Nicky, gi'me a break! Cough . . . gasp . . . Can't we start off with something EASIER? ! ?
Like what? ?
Like a turtle, maybe? !
Rockhead, guess what! ? ! There's gonna be a little visitor running around your house any minute now!
Tell Shorty Muldoon he ALREADY TOOK my car!
No, Dummy! Atrium is HAVING THE BABY! !
No kiddin'? ! Oh, boy . . . I gotta get over to the hospital right away!
What is it? ! What's wrong with her, Doc? ?
Ever since the baby was born, she's been in a coma! Her brain is functioning on a very low level, and she doesn't know what's going on around her!
Does this mean she's gonna die? !
No, people can live like that indefinitely! YOU'VE been doing it for over 30 years!
My Sister's been like this for days! We have to DO something! I got it! ! Why don't you READ to her! Maybe that'll inspire her to wake up . . .
Good idea! Here goes!
"I am going to school," said Dickie Dare. On the way he met a cow! "Moo, moo," said the cow . . .
"I am going to school," said Dickie Dare. On the way he met a duck! "Quack, quack," said the duck! "I am going to school," said Dickie Dare . . .
On the way, he met a . . .
Rockhead! It worked! It worked! ! Look, she's up! She snapped out of it! She opened her eyes! !
Be with you in a minute! Just le'me see what happens with the horsie!
DICKIE DARE

I'm **so** glad you're **okay,** Honey! Is there anything I can **do** for you?
There's **one thing** you **MUST do** if there's **ANY future** for us **at all!**
ANYTHING! I'll **cancel** the **match!** ! I'll **give up boxing!**
No, no . . . **boxing** is **OKAY!** Promise me you'll **give up READING!**

GOTTA RUN, NOW... LIKE ♩♩
♩♩ ROCKHEAD ONE, NOW...

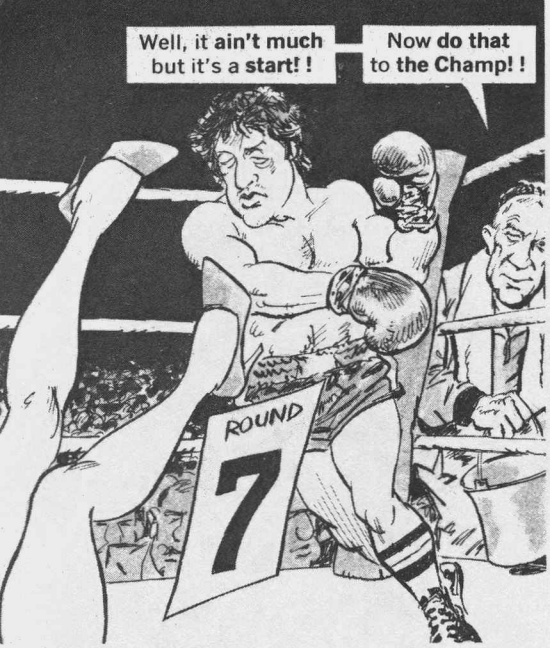
Ain't that something! **Two thousand Rockhead fans . . .**

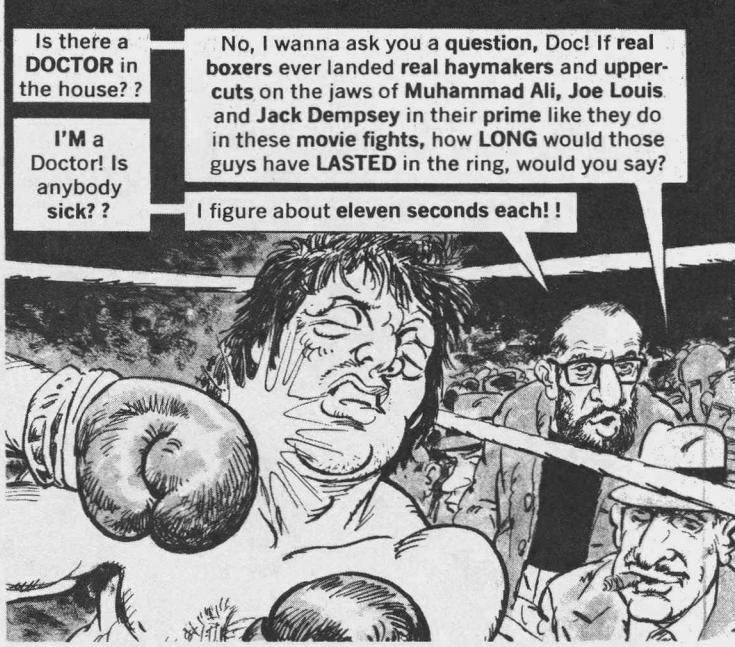

You mean **two thousand Philadelphia muggers!!** I told you a **million times: Don't** go out in the park **alone!** !

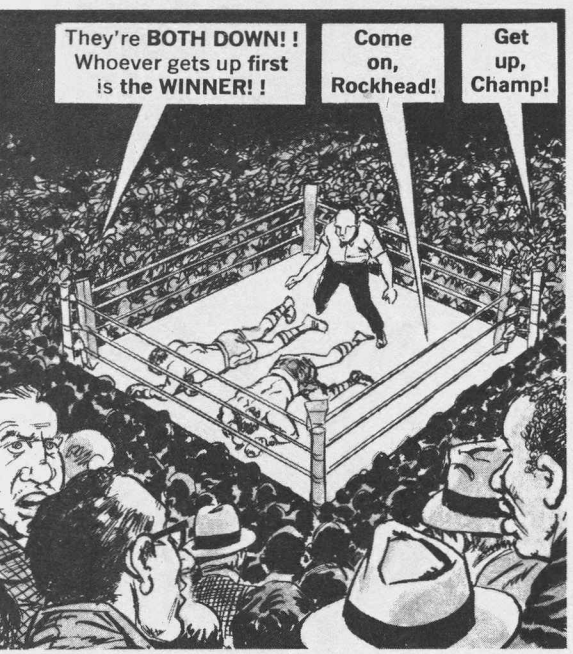

Well, **this is it,** Champ! The **big re-match!**
I got **bad** news—and **good** news for you, turkey! When the **bell rings,** I'm gonna **bust your face wide open** and knock you **clear out of the ring** so you land right on top of **Howard Cosell!** !
Yeah? What's the **bad** news?

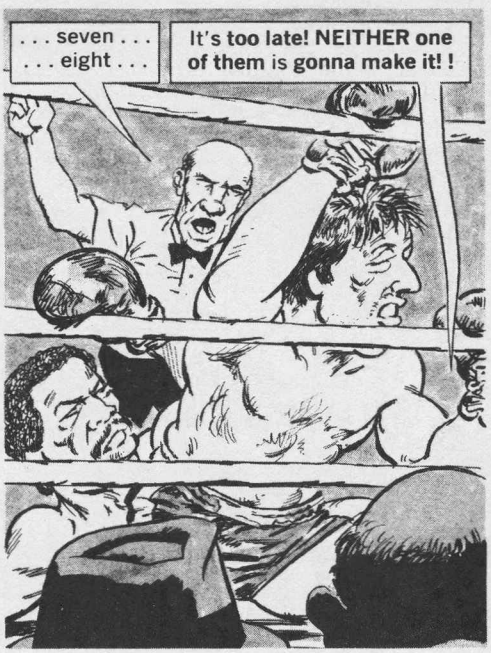
ROUND 1
ROUND 2
ROUND 3
ROUND 4
ROUND 5
ROUND

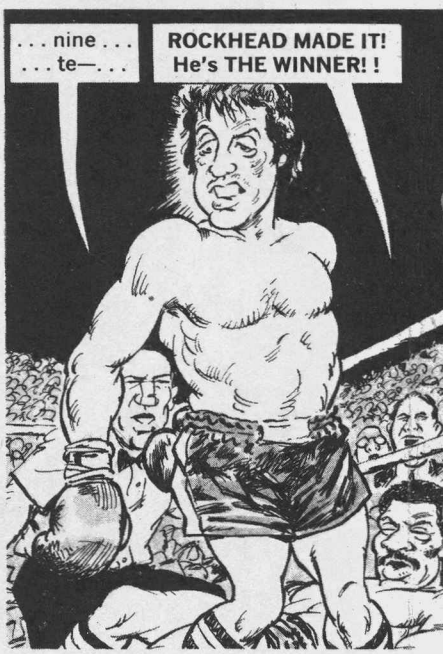
C'mon, Rockhead! Junior and I are **rooting** for you **C'mon!** !
It's **Round 7** coming up, and you haven't laid a **glove** on him! You gotta land a **punch** in that **ring!** Just **one punch** to get your **confidence** back! You **hear** me? **One punch!** !
Gotcha!

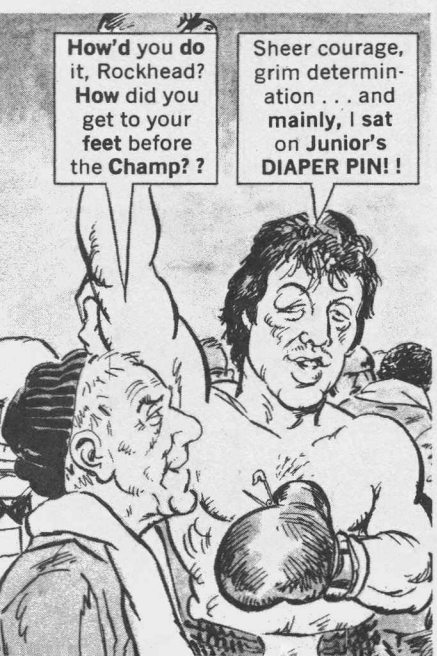

Well, it ain't much but it's a start! !
Now do that to the Champ! !
ROUND
7


Is there a DOCTOR in the house? ?
I'M a Doctor! Is anybody sick? ?
No, I wanna ask you a question, Doc! If real boxers ever landed real haymakers and uppercuts on the jaws of Muhammad Ali, Joe Louis and Jack Dempsey in their prime like they do in these movie fights, how LONG would those guys have LASTED in the ring, would you say?
I figure about eleven seconds each! !

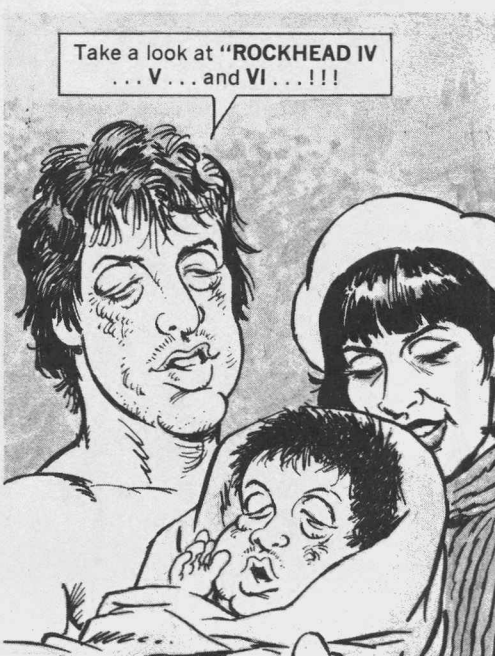

They're BOTH DOWN! ! Whoever gets up first is the WINNER! !
Come on, Rockhead!
Get up, Champ!


. . . seven . . . . . . eight . . .
It's too late! NEITHER one of them is gonna make it! !


. . . nine . . . . . . te—. . .
ROCKHEAD MADE IT! He's THE WINNER! !


How'd you do it, Rockhead? How did you get to your feet before the Champ? ?
Sheer courage, grim determination . . . and mainly, I sat on Junior's DIAPER PIN! !

Well . . . that's it! After I do "Rockhead III", I'm hanging up my gloves and my movie career for good! !
You mean that's going to be the end of the "Rockhead" saga forever?
Are you kidding? Why it's practically just beginning! !

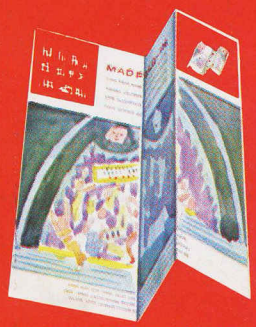

Take a look at "ROCKHEAD IV . . . V . . . and VI . . . ! ! !

WHAT TYPE OF REVOLTING THEATER FARE WILL APPEAR AGAIN THIS SUMMER...?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

Several years ago, a new kind of revolting show came into summer theaters. And a few summers later, it came back again. Now, it looks as if it's being revived once more! To find out what it is, fold in the page.



FOLD PAGE OVER LIKE THIS!

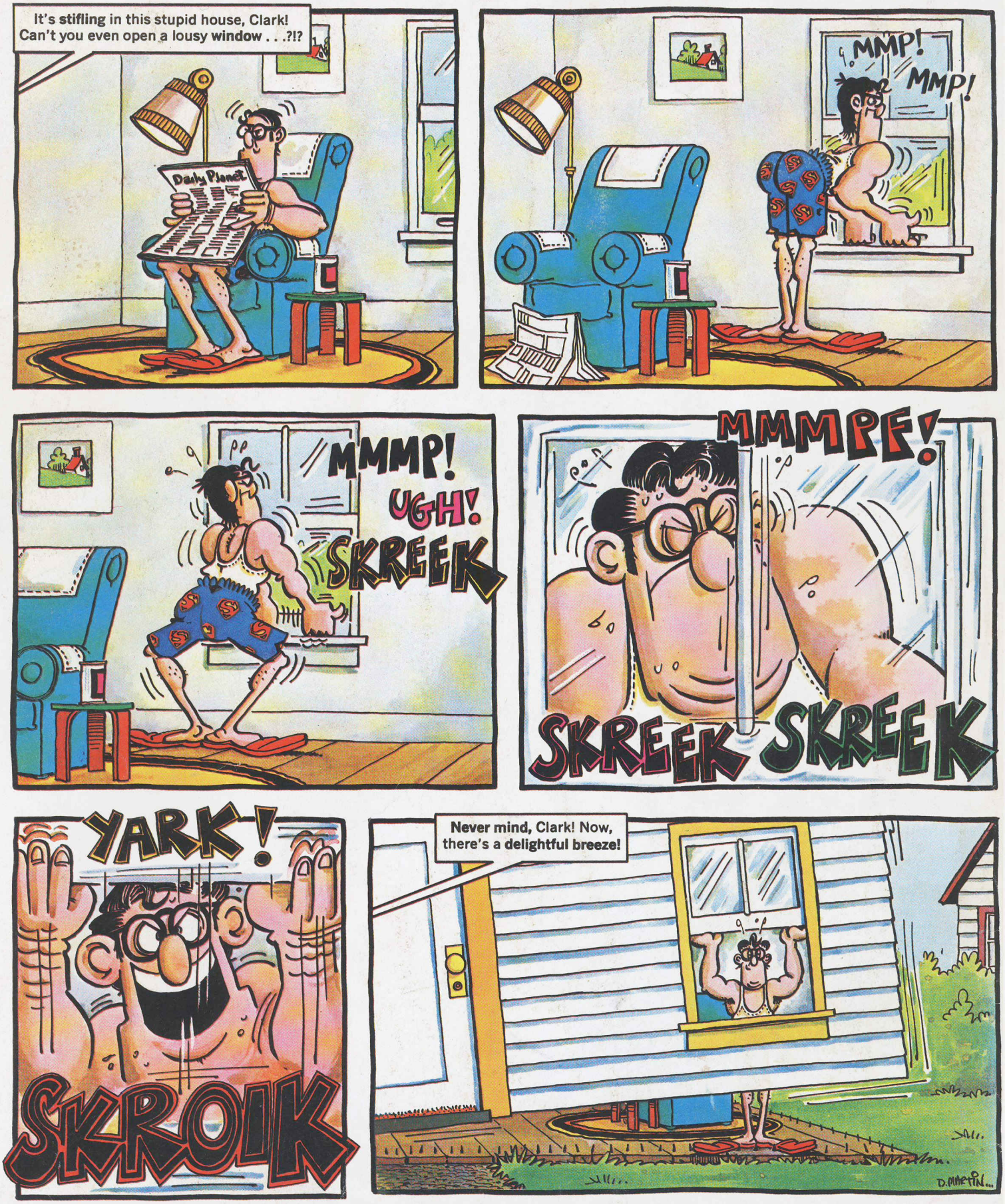
A› FOLD THIS SECTION OVER LEFT ‹B FOLD BACK SO "A" MEETS "B"

A MOVING EXPERIENCE IS RARE IN SUMMER THEATER. MORE CALAMITIES THAN HITS ARE STAGED. SHOWS ONCE HAILED JOYOUSLY ON "BROADWAY" ARE REVIVED WITH NEW FLAWS THAT MAKE DEVOTEES OF THE ORIGINAL SCREAM, YIII!

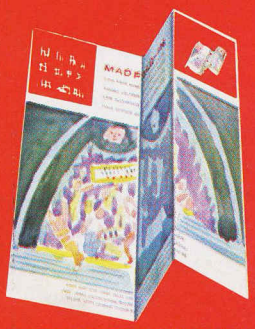
ARTIST AND WRITER:
AL JAFFEE

A› ‹B

ONE DAY IN METROPOLIS

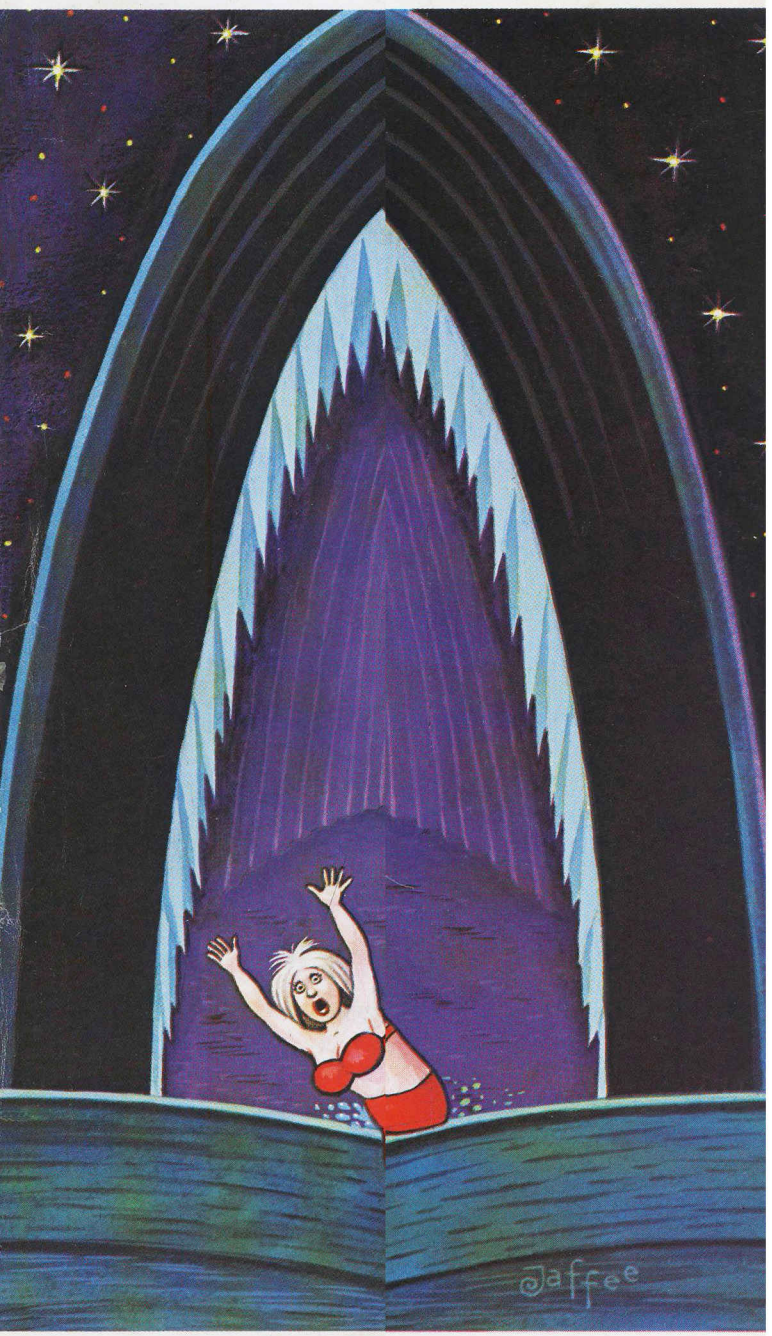


WHAT TYPE OF REVOLTING THEATER FARE WILL APPEAR AGAIN THIS SUMMER...?



FOLD PAGE OVER LIKE THIS!

A B FOLD BACK SO "A" MEETS "B"



A MOVIE CALLED JAWS III!

A B

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AL JAFFEE